



**B.COM. (HONOURS) PROGRAMME
FACULTY OF COMMERCE
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**


DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES
*SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE,
FATEHGUNJ, VADODARA.*
Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com


SYLLABUS


**F.Y.B. COM (HONOURS)
(Semester I and Semester II)**


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE	CREDITS	3
Semester	I	[ACF 1102] FUNDAMENTALS OF ACCOUNTING	HOURS	45
OBJECTIVES	<i>To impart basic accounting knowledge as applicable to business and developing general proficiency in the area of Accounting.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	A) Accounting: An Overview: Evolution, Definition, Scope, Basic terminology, Rules of Debit and Credit, Accounting equation Vs Traditional approach, Accounting and Book keeping, Branches of Accounting, System of Accounting, Users of Accounting information. B) Accounting Framework: Concepts, Conventions, Standards, Policies C) Accounting Cycle: Journal, Ledger, Trial Balance, Adjustments, Final Accounts D) Reading of Ledger Accounts			12 hrs.
UNIT-II	A) Introduction to Accounting Standards: Meaning, Formation, Preface, Indian and International Scenario. B) Capital and Revenue Items C) Financial Statements of Sole Proprietorship & Partnership Firms (Manufacturing and Trading Concerns)			11 hrs.
UNIT-III	A) Average Due Date and Account Current B) Voyage Account C) Accounting in Computerized Environment: Manual Vs Computerized Accounting D) Accounting from Incomplete Records: Introduction, Ascertainment of Profit by Capital Comparison, Statement of Affairs and Determination of Profit, Preparation of Final Accounts from Incomplete records			11 hrs.
UNIT-IV	A) Insurance Claims for Loss of Stock and Loss of Profit Policy B) Self Balancing Ledgers: Meaning, Advantages and Types of Ledgers, Preparation of Control Accounts, and Ledger Adjustment Accounts			11 hrs.
REFERENCES				
1	Advanced Accounting Vol. I & II by R. L. Gupta and M. Radhaswamy (S Chand Publication)			
2	Financial Accounting by P. C. Tulsian, (Pearson)			
3	Advanced Accounting by S. Kr. Paul (New Central Book Agency Private Limited)			
4	Advanced Accountancy Vol I by S. N. Maheshwari (Vikas Publishing House).			
5	Modern Accounting Vol. I & II, by Hanif and Mukherjee (TMH)			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	I	CORE COURSE	CREDITS	3
Semester	I	[CBM 1102] FOUNDATIONS OF MANAGEMENT	HOURS	45
OBJECTIVES	<i>To develop basic understanding about management and various functional areas within the organization, and also to develop insight about challenges in the field of management in 21st century.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	AN INTRODUCTION TO MANAGEMENT			12 hrs.
	Definition-Nature and Scope –Management as an Art/Science-Management as a Profession-Management Levels-Roles and Skills of Managers.			
UNIT-II	AN OVERVIEW OF FUNTIONAL AREAS OF MANAGEMENT			11 hrs.
	Human Resource Management-Marketing Management-Production Management-Materials Management-Inventory Management.			
UNIT-III	MANAGERIAL FUNCTIONS			11 hrs.
	Planning-Organising-Directing-Controlling- Management By Objectives (MBO) - Delegation and Decentralisation of Authority.			
UNIT-IV	CONTEMPORARY ISSUES IN MANAGEMENT			11 hrs.
	Total Quality Management (TQM)-Conflict Management-Corporate Social responsibility - Ethics in Management-Management Challenges in the 21 st Century.			
REFERENCES				
1	Koontz and Weihrich, (2003)5 th edition, Essentials of Management, Tata McGraw Hill.			
2	L.M. Prasad (2002) 6 th edition, Principles of Management, Himalaya Publishing House.			
3	Philip Kotler, Principles of Marketing, Pearson Education.			
4	Monnappa and Saiyadinn, Personnel Management, Himalaya Publications.			
5	Bhat, S.K. (2010) Total Quality Management, Himalaya Publishing House Pvt. Ltd.			
6	Y.K.Bhushan (2008) 18 th Revised Edition, Business Organisation & Management, Sultan Chand & Sons.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	I	CORE COURSE	CREDITS	3
Semester	I	[CBM 1103] ORGANIZATIONAL STRUCTURE AND DYNAMICS	HOURS	45
OBJECTIVES	<i>To develop basic awareness about the Organisational Structure, it's Process and its dynamics, the knowledge of which is highly essential among students of commerce discipline.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	AN INTRODUCTION TO ORGANISATION			12 hrs.
	Organisation: Meaning, Importance - Relationship: Organisation Theory, Organisation Design/Structure, Organisation Culture, Organisation Change – Organisation Theory: Stages (Approaches) of Development of Organisation Theory.			
UNIT-II	PRINCIPLES OF ORGANISING			11 hrs.
	Span of Management: Meaning, Determinants of Span of Management – Delegation & Decentralisation: Meaning and factors affecting Authority Delegation and Decentralisation.			
UNIT-III	ORGANIZATION DESIGN/ STRUCTURE			11 hrs.
	Organization Structure: Functional, Divisional, Hybrid and Matrix Structures, its Meaning, Advantages, Disadvantages and Suitability.			
UNIT-IV	ORGANISATION CONTROL AND ORGANISATION CHANGE			11 hrs.
	Organisation Control: Concept, Process and design of control system – Organisation Change: Resistance to change, Process of change and dealing with and managing change.			
REFERENCES				
1	James A. F. Stoner, R. Edward Freeman and Daniel R. Gilbert (2008) 6 TH Edition; Management; PHI [PEARSON].			
2	P G Aquinal (2008); Organisation Structure and Design; Excel Books.			
3	Koontz and Weihrich et al. (2003) 5 th Edition; Essentials of Management; Tata McGraw Hill.			
4	L. M. Prasad (2002) 6th Edition; Principles of Management; Himalaya Publishing House.			
5	P C Tripathi and P N Reddy (2008); Principles of Management; Tata McGraw Hill.			
6	Y. K. Bhushan (2008) 18 th Revised Edition; Business Organization and Management; Sultan Chand & Sons.			
7	V S P Rao and V Hari Krishna (2009); Management Text and Cases; Excel Books.			
8	Stephen P. Robins, Mary Coulter and Neharika Vohra (2010); Management; Pearson.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	I	CORE COURSE	CREDITS	3
Semester	I	[BEC 1104] FUNDAMENTAL OF ECONOMICS	HOURS	45
OBJECTIVES	<i>The expected outcome of this paper is, to provide students with conceptual understanding of Economics and create a knowledge base that will facilitate higher learning and analysis in the field.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	FOUNDATION OF ECONOMICS			12 hrs.
	Definitions of Economics - Concepts : Value, Price, Competition, Equilibrium - Growth & Development Economic systems			
UNIT-II	THEORY OF DEMAND AND SUPPLY			11 hrs.
	Law of Demand - Utility analysis - Law of Supply - Cost & Revenue Concepts - Markets			
UNIT-III	THEORY OF DISTRIBUTION			11 hrs.
	NATIONAL INCOME Factors of Production - Theory of Marginal productivity - Circular flow - National Income : Concept & Measurement			
UNIT-IV	BASICS OF ECONOMIC ENVIRONMENT			11 hrs.
	Money & Banking - Public Finance - International Trade			
REFERENCES				
1	H.L. Ahuja - Advanced Economic Theory			
2	K.K. Dewitt & Verma - Elements of Economic Theory			
3	Paul Samuelson & William D. Nordhaus – Economics			
4	D.M. Mithani - Managerial Economics			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE [BNK 1101] INDIAN BANKING SYSTEM	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>The objective of this paper is to give the basic understanding of the Indian Banking System and its operations.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	RESERVE BANK OF INDIA			12 hrs.
	Reserve Bank of India (RBI); its constitution, General working, Conventional and Promotional functions, Objectives and instruments of monetary policy. 'H' theory of money supply. Types of money and measures of money supply.			
UNIT-II	BUSINESS OF BANKING:			11 hrs.
	Regulation of banking business in India. Various provisions under Banking Regulation Act, 1949, Permitted and Prohibited activities of banks in India.			
UNIT-III	FORMS OF BANKING SYSTEMS IN INDIA			11 hrs.
	Branch banking and unit banking; General features, Merits and limitations. Present banking and institutional structure; Role, Functions and Working of Scheduled Commercial banks, Cooperative credit system, All-India Financial Institutions and State level financial institutions.			
UNIT-IV	BANKING OPERATIONS:			11 hrs.
	Deposits: Opening, operations and closure of different types of bank deposit accounts, KYC norms, Mandate and Power of Attorney, Facility of nomination, Deposit Insurance. Advances: Principles of sound bank lending, Types of securities. Methods of charging various securities. Features, merits and de-merits of various types of bank advances; viz Loans, Overdraft, Cash credit and Bill discounting. Concept of Foreign Exchange, Types of transactions and various rates of exchange, Methods of Quotations and Calculation Mechanisms. Current issues and challenges in Banking.			
REFERENCES				
1	P N Varshney & D K Mittal Indian Financial System Published by Sultan Chand & sons			
2	H R Machiraju Indian Financial System Published by Vikas Publishing House Pvt. Ltd.			
3	V A Avdhani Marketing of Financial Services Published by Himalaya.			
4	Bharati V Pathak. Indian Financial System Published by Pearson Education (Singapore) Pvt. Ltd.			
5	M Y Khan. Indian Financial System by Tata McGraw-Hill Publishing Company Limited.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	I	CORE COURSE	CREDITS	3
Semester	I	[CPR 1101] ELEMENTS OF COOPERATION	HOURS	45
OBJECTIVES	<i>To create awareness among the students regarding the basic concepts, theories and principles of Cooperatives.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO COOPERATIVES			12 hrs.
	Concept, Definition and Characteristics of Cooperative Form of Organization, Cooperatives and Other Forms of Business Organizations, Significance of Cooperation			
UNIT-II	PRINCIPLES OF COOPERATION			11 hrs.
	Rochdale's Principles, Schulze-Delitzsch and Raiffeisen Principles, Principles of Cooperation by ICA			
UNIT-III	GENESIS OF COOPERATIVE MOVEMENT			11 hrs.
	Cooperative Movement in Pre and Post Independence Period, Recent Developments in Cooperatives			
UNIT-IV	REGISTRATION, ORGANISATION, AND MANAGEMENT OF COOPERATIVES			11 hrs.
	Registration of Cooperative Societies, Power and Functions of Registrar of Cooperative Societies, Powers and Functions of Board of Directors			
REFERENCES				
1	K Ravichandran - Theory of Cooperation			
2	G R Madan - Cooperative Movement in India			
3	T.N. Hajella - Principles, Problems & Practice in Cooperation			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE [STA 1105] BUSINESS STATISTICS & MATHS	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To provide a basic understanding of statistics and mathematics related to commerce.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	BASIC CALCULUS			12 hrs.
	A) Concept of Limit and Continuity: Evaluation of Limit, Working rules of Limit B) Concept of Derivatives: Examples, Concept of Slope, and Rate of Change C) Applications of Derivative in Business D) Concept of Integration			
UNIT-II	REVIEW OF DATA ANALYSIS			11 hrs.
	A) Introduction to Statistics (Collection, Classification, Tabulation, Graphical Presentation) B) Measures of Central Tendency C) Measures of Dispersion D) Measures of Skewness, Moments, and Kurtosis			
UNIT-III	BIVARIATE DISTRIBUTION			11 hrs.
	A) Correlation: Scatter diagram, Karl Pearson's Correlation Coefficient and Rank Correlation B) Regression Analysis: Simple Linear Regression C) Applications of Correlation and Regression in Business			
UNIT-IV	PROBABILITY THEORY			11 hrs.
	A) Basic Concepts of Probability B) Baye's Theorem C) Random variable: Its Expectation D) Discrete Probability Distributions: Binomial and Poisson Distribution E) Continuous Probability Distribution: Probability distribution, Normal and Exponential distribution			
REFERENCES				
1	Fundamentals of Statistics by D.N. Elhance			
2	Statistical Methods by S.C. Gupta			
3	Business Statistics by J.K. Sharma			
4	Business Mathematics by M.C. Chakraborti H R Machiraju Indian Financial System Published by Vikas Publishing House Pvt. Ltd.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE	CREDITS	3
Semester	I	[ENG 1116] BUSINESS COMMUNICATION – I	HOURS	45
OBJECTIVES	Understand the basic concepts and practices of communication skills; Develop linguistic competence; To Listen, Read and speaking in various business situations and contexts.			
COURSE CONTENT / SYLLABUS				
UNIT-I	FUNDAMENTALS OF COMMUNICATION			12 hrs.
	Definition / Objectives, Characteristics of Business Communication / Components, Process of communication, Barriers / Overcoming Barriers, Types of Communication – i) Verbal and Non verbal communication ii) Oral and Written communication, Formal and Informal Networks of Communication			
UNIT-II	LISTENING AND READING SKILLS			11 hrs.
	Listening: i) Definition and process of listening ii) Types of listening. Comprehension of unseen passages. Reading: Types of Reading: Skimming and scanning. (Text for Reading : <i>Stay Hungry Stay Foolish</i> by Rashmi Bansal) The Believers: i) The Book of Job. ii) Rock with it, Roll with it. The Opportunists: i) Tripping Along ii) Bloom and Grow. The Alternate Vision: i) The Art Of Giving ii) Small Is Beautiful			
UNIT-III	BUSINESS CORRESPONDENCE: TRADITIONAL AND CONTEMPORARY			11 hrs.
	Letter Writing: Format and layouts of business letters. Business Letters: Trade Inquiries, , Quotations, Purchase Orders, Complaint and Adjustment, Memorandum, E-mails, Effective Short Business Messages.(SMS), Etiquettes and Netiquettes Report Writing: Manuscript report, Brief manuscript report.			
UNIT-IV	REFERENCE SKILLS AND LANGUAGE DEVELOPMENT			11 hrs.
	Note taking/Note Making, Bibliography skills (MLA style), Dictionary Skills, Phrasal Verbs and Idioms			
PRESCRIBED TEXTS				
1	Mujumdar, Aarti and O. P. Juneja. <i>Business Communication: Techniques and Methods</i> . Orient Blackswan: Hyderabad. 2010.			
2	Parikh, J. P., Anshu Surve, Swarnabharati and Asma Bahrainwala. <i>Business Communication: Basic Concepts and Practices</i> . Orient Blackswan: Hyderabad. 2011			
3	Bansal Rashmi, <i>Stay Hungry Stay Foolish</i> . West land, CIIE, IIM Ahmedabad.2008.			

RECOMMENDED READINGS	
1	P N Varshney & D K Mittal Indian Financial System Published by Sultan Chand & sons
2	Achar Deeptha, et al. Basics of Academic English I. Orient Blackswan: Hyderabad. 2012.
3	Achar, Deeptha, et al. English for Academic purposes Book-1. University Granthnirman Board, Ahmedabad. 2011.
4	Achar Deeptha et al. English for Academic purposes Book-2. University Granthnirman Board: Ahmedabad: Ahmedabad. 2011.
5	Courtland I. Bovee, John V. Thill and Barbara E. Schatzman. Business Communication Today. Pearson Education. 2008.
6	Jha Madhulika and Shekhar Shashi, A Course in Business Communication. Orient Blackswan: Hyderabad. 2010.
7	Kaul, Asha. Business Communication. Prentice-Hall of India Pvt. Ltd.: New Delhi. 2004.


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	I	CORE COURSE	CREDITS	3
Semester	II	[ACF 1203] FINANCIAL ACCOUNTING	HOURS	45
OBJECTIVES	<i>To impart basic accounting knowledge as applicable to business and developing general proficiency in the area of Accounting.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	<p>A. Advanced Accounts of Partnership Firm - I Admission of a Partner, Retirement and/or Death of a Partner, (Including Simultaneous admission and retirement)</p> <p>B. Advanced Accounts of Partnership Firm - II Dissolution of Partnership firm, Gradual Realisation of Assets and Piece meal, Distribution of Cash, Surplus Capital Method, Maximum Loss Method (Garner Vs Murray Rule)</p> <p>C. Sale and Conversion of Partnership Firm Purchase Consideration, Journal, Ledger and Balance Sheet</p>			12 hrs.
UNIT-II	<p>A. Hire Purchase and Installment Purchase System Meaning of Hire Purchase Contract, Legal Provisions, Accounting Treatment in the books of Hire Purchaser and Hire Vendor, Meaning of Installment system, Difference between Hire Purchase and Installment Purchase system, Re-possession of Goods, Accounting Entries, Books of Buyer and Seller</p> <p>B. Branch Accounts Meaning, Objectives, Types of branches, Preparation of Branch Accounts, Debtors system and Stock and Debtors System</p>			11 hrs.
UNIT-III	<p>A. Consignment Accounts Meaning, Features, Concepts, Distinction between Consignment and Sale, Types of Commission, Valuation of Unsold Stock, Goods-in- Transit, Abnormal Loss, Normal Loss, Accounting Methods (Cost and Invoice Price), Journal Entries, Ledger Accounts in the Books of Consignor and Consignee</p> <p>B. Joint Venture Meaning, Features, Difference between Joint Venture and Partnership, Methods of Accounting, Separate set of Books, Record in Co-Venture's books and Memorandum Method, Journal and Ledger</p>			11 hrs.


UNIT-IV	A. Accounting for Not for Profit Entities	11 hrs.
	Meaning, Features, Special Terms, Preparation of Receipts and Payment Account, Income and Expenditure Account and Balance Sheet	
	B. Final Accounts of Professionals	
REFERENCES		
1	Advanced Accounting Vol. I by R. L. Gupta and M. Radhaswamy (S Chand Publication)	
2	Financial Accounting by P. C. Tulsian, (Pearson)	
3	Advanced Accounting by S. Kr. Paul (New Central Book Agency Private Limited)	
4	Advanced Accountancy Vol I by S. N. Maheshwari (Vikas Publishing House).	
5	Modern Accounting Vol. I by Hanif and Mukherjee (TMH)	

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE [CBM 1204] ORGANIZATIONAL BEHAVIOUR	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>To develop insight about challenges in the field of management in 21st century, and acquaint the students about workplace dynamics; To provide an understanding of the basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational level given the changing global scenario.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO ORGANISATIONAL BEHAVIOUR (OB)			12 hrs.
	Foundations of OB: The Human Relations movement, Concept and Nature of OB, goals of OB, Contributing disciplines to OB, the SOBC Model to understanding OB, Challenges and opportunities in OB.			
UNIT-II	FOUNDATIONS OF INDIVIDUAL BEHAVIOUR ANALYSIS			11 hrs.
	a) Perception: Perceptual process, social perception, Impression management; b) Motivation: Application of Motivation concepts at work place. c) Learning and Reinforcement, Behaviour Modification; d) Personality, Attitudes, Values and emotions.			
UNIT-III	FOUNDATIONS OF GROUP BEHAVIOUR			11 hrs.
	Concept of Group and Group Dynamics, Group Norms, Cohesiveness, Group Decision making, Group Development Stages. Intergroup Behavior: Conflict and Conflict management, Leadership, Communication, Power and politics, Characteristics of Effective teams.			
UNIT-IV	ORGANISATIONAL SYSTEM & CONTEMPORARY ISSUES IN OB			11 hrs.
	Organisational Culture. Work Stress, Organizational change, Organizational development, Learning Organizations, Other issues.			
REFERENCES				
1	H.L. Ahuja - Advanced Economic Theory			
2	Stephen P. Robins, "Organisational" Behaviour", PHI Learning / Pearson Education, 11 th edition, 2008.			
3	Fred Luthans, "Organisational Behaviour", McGraw Hill, 11 th Edition, 2001.			
4	K Ashwathappa. Organisational Behaviour,			
5	P. Subbarao. "Organisational behaviour Text Cases and games", Himalaya Publications, 2 nd revised edition, 2013			
6	Udai Pareek, Understanding Organisational Behaviour, 2 nd Edition, Oxford Higher education, 2004.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE [CBM 1205] PRODUCTION & MATERIALS MANAGEMENT	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	To develop fundamental awareness about the materials and production/ operations management, its Processes and its significance, knowledge of which is highly essential among students of commerce discipline			
COURSE CONTENT / SYLLABUS				
UNIT-I	AN INTRODUCTION TO MATERIALS MANAGEMENT			12 hrs.
	Materials Management: Meaning and Definition, Areas/Scope, Objectives and Importance of Materials Management – Problems: Problems of Materials Management – Planning: Materials Planning and Budgeting.			
UNIT-II	PURCHASING FUNCTION			11 hrs.
	Purchasing: Meaning, Principles of Right purchasing, Purchase Procedure - Purchasing and Corporate Planning.			
UNIT-III	AN INTRODUCTION TO PRODUCTION/OPERATIONS MANAGEMENT			11 hrs.
	Production Management: Meaning, Objectives and Scope of Production/Operations Management – Functions and Objectives of Production System – Production Management Problems.			
UNIT-IV	PRODUCTION/OPERATIONS PLANNING AND CONTROL			11 hrs.
	Production Planning: Meaning, Planning Procedure – Production Control: Meaning, Objectives, Factors determining production control procedure – Functions of Production Planning and Control			
REFERENCES				
1	M M Varma; Materials Management; Sultan Chand & Sons.			
2	Dr. V. L. Sharma (2001) Production Management; A B D Publishers, Jaipur.			
3	S. A. Chunawala and D. R. Patel (2010); Production and Operations Management; Himalaya Publishing House..			
4	Y. K. Bhushan (2008) 18 th Revised Edition; Business Organization and Management; Sultan Chand & Sons.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE [BEC 1203] BUSINESS ECONOMICS	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>The expected outcome of the course is to prepare students for practical application of economics in real life business situations.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION			12 hrs.
	Nature & Scope of Business Economics Planning - Application of economic theory to business practice - Decision making & forward planning			
UNIT-II	DEMAND AND REVENUE ANALYSIS			11 hrs.
	Demand Function, Demand Estimation - Demand Elasticities - Demand & Revenue relationships			
UNIT-III	PRODUCTION AND COST ANALYSIS			11 hrs.
	Production Function - Concept of maximization & optimization, Production Analysis - Supply Elasticities - Cost Function & Cost output relationships - Break even analysis			
UNIT-IV	INVESTMENT ANALYSIS			11 hrs.
	Time value of money - Types of Investment - Risk – return relationship - Methods of Investment evaluation			
REFERENCES				
1	R L Varshney & Maheshwari – Managerial Economics			
2	G S Gupta – Managerial Economics			
3	Paul Keat & Phillip Young – Managerial Economics			
4	Ravindra Dholakia & Ajay Oza – Microeconomics for Management Students			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	I	CORE COURSE [BNK 1201] LEGAL ASPECTS OF BANKING	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>To impart the basic understanding related to various legal provisions of banking sector and practical issues faced thereof.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	RELATIONSHIP BETWEEN BANKER AND CUSTOMER Definition & meaning of banker and customer, General and special features of banker-customer relationships; their rights and duties, Bank procedures and practices in opening, operations and closure of various types of domestic & NRI deposit accounts. Nomination facilities, Insurance of bank deposits, Legal aspects of entries in the passbook/account statement			12 hrs.
	UNIT-II DIFFERENT TYPES OF BANK CUSTOMERS Minor, illiterate person, blind person, married women, lunatic person, joint account holders, partnership firm, Joint Hindu Family, firms, clubs, societies, joint stock company, unincorporated associations, trusts, Steps to be taken by a bank on customer's death, lunacy, bankruptcy, winding up or in case of garnishee orders.			
UNIT-III	NEGOTIABLE INSTRUMENT ACT Main provisions and definitions, features, types, parties: their rights and duties. Crossing, Endorsements, Payments and Collection of Cheques. Statutory protections, precautions and duties of banker, negligence and cases where banker must refuse payment, forged instruments. Bouncing of Cheques and its Implications.			11 hrs.
	UNIT-IV PRACTICAL ISSUES IN BANKING Current Developments and Case studies relating to Banker-customer relationship, Different types of Bank customers, Negotiable instruments and remittance services. Current Issues and Practical Problems in Banking Laws and Practices.			
REFERENCES				
1	R L Varshney & Maheshwari – Managerial Economics			
2	P N Varshney Banking Law & Practice. Published by Sultanchand & Sons			
3	Gordan & Natarajan, Banking Theory, Law & Practice. Published by Himalaya Publishing House.			
4	P K Srivastava. Banking Theory & Practices. Published by Himalaya Publishing House			
5	Indian Institute of Banking. Legal Aspects of Banking Operations & Finance Published by Macmillan India Ltd; New Delhi.			
6	H L Bedi and V K Hardikar. Practical Banking Advances. Published by UBS Publishers; Distributors Pvt. Ltd.			
7	M L Tannan. Banking Law and Practice in India Published by India Law House, New Delhi.			
8	The Indian Institute of Bankers. Laws and Practice Relating to Banking Published by Macmillan India Ltd; New Delhi.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	I	CORE COURSE	CREDITS	3
Semester	II	[CBM 1206] QUANTITATIVE TECHNIQUES FOR COMMERCE	HOURS	45
OBJECTIVES	<i>To provide the basic knowledge related to the various quantitative techniques for commerce.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Operation Research approach to decision making. Linear Programming : Application and Model formulation. Graphical method for solving Linear Programming (Two variables) Simplex method for solving Linear Programming, Big M Method			12 hrs.
UNIT-II	Transportation Problem: Introduction, Methods for finding Initial solution:-North West Corner rule, LCM and -Vogel's Approximation. (Only balanced T.P.) Optimal Solution to Transportation Problem, Assignment Problem: Introduction, Hungarian method			11 hrs.
UNIT-III	Job Sequencing: Processing n jobs through 2 machines, processing n jobs through 2 machines Game theory: Two player zero sum game, payoff matrix, pure and mixed strategy. Method of Saddle point for pure strategy. Algebraic method for mixed strategy with 2 x 2 Pay-off; Dominance method Networking : Events, Activities, Rules for drawing network diagrams and Errors while drawing network diagrams.			11 hrs.
UNIT-IV	Statistical Inference Estimation : Point and Interval estimation. (Only one population) Testing of Hypothesis: Z-test, t-test. (Only one population) 2 -test (for independence of two attributes).			11 hrs.
REFERENCES				
1	Business Statistics by J.K.Sharma			
2	Statistical Methods by S.C.Gupta			
3	Operation Research by J.K.Sharma			
4	Operation Research by Kantiswarup			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	I	CORE COURSE	CREDITS	3
Semester	II	[ENG 1213] BUSINESS COMMUNICATION – II	HOURS	45
OBJECTIVES	Develop and refine linguistic competence; Hone effective communication skills; Develop confidence in facing interviews			
COURSE CONTENT / SYLLABUS				
UNIT-I	PRESENTATION SKILLS			12 hrs.
	Oral Presentation: Planning and Preparation; Using visual aids; Making effective oral presentations. Group Discussion: What is Discussion?; Purpose of discussion; Types of Discussion; Turn taking skills; The discussion question; The four phases of interaction in G.D.; Why some Discussions fail?			
UNIT-II	DEVELOPING EMPLOYABILITY SKILLS			11 hrs.
	Drafting a job application letter; SWOT; Interviews; Interviewer; Interviewee; Types of interview questions Types of Interviews: i) Employment interview ii) Appraisal/promotional interview iii) Telephonic interview.			
UNIT-III	DATA COLLECTION AND INTERPRETATION SKILLS			11 hrs.
	Primary and secondary sources of information; Making questionnaires; Analyzing, interpreting and representing data; Case studies.			
UNIT-IV	BUSINESS ENGLISH			11 hrs.
	Error Analysis; Word Formation; Frequently confused word/Misused word; Registers Media: Journalist; Advertorials; Editorials; Bulletin. Business/ Law: Agenda; Amalgamation; Statutory; Cross-Examine. Internet and E-Business /Cyber Law: Cyber net; Protocol; sneaker net; hacker. Environment : Poaching ; Habitat ; Flora-Fauna ; Conservation.			
PRESCRIBED TEXTS				
1	Mujumdar, Aarati and O. P. Juneja. <i>Business Communication: Techniques and Methods</i> . Orient Blackswan: Hyderabad. 2010.			
2	Parikh, J. P., Anshu Surve, Swarnabharati and Asma Bahrainwala. <i>Business Communication: Basic Concepts and Practices</i> . Orient Blackswan: Hyderabad. 2011.			
3	P.D. Chaturvedi, Mukesh Chaturvedi: <i>Business, Communication Concept, Cases and application</i> : Pearson education. 1 st impression 2011, 2nd impression 2013.			
4	Bansal Rashmi, <i>Stay Hungry Stay Foolish</i> . West land, CIIE, IIM Ahmedabad.2008.			


RECOMMENDED READINGS	
1	Courtland L. Bovee, John V. Thill and Barbara E. Schatzman. <i>Business Communication Today</i> . Pearson Education. 2008.
2	Jha Madhulika, Shekhar Shashi. <i>A Course in Business Communication</i> . Orient Blackswan: Hyderabad. 2010.
3	Kaul, Asha. <i>Business Communication</i> . Prentice-Hall of India Pvt. Ltd.: New Delhi. 2004
4	Murphy G. A., Hildebrandt W. H., Thomas J. P., <i>Effective Business Communication</i> , Tata McGraw Hill Education: New Delhi, 2008.
5	Rai, Urmila and S. M. Rai. <i>Business Communication</i> . Himalaya Publishing House: Mumbai. 2009.
6	Rao, Nageshwar and P. Rajendra Das. <i>Communication Skills</i> . Himalaya Publishing House: Mumbai. 2006.
7	Fisher, Dalamer. <i>Communication in Organisations</i> . Mumbai: Jaico Publishing House. 2006
8	Taylor, Ken. <i>Fifty ways to improve our Telephoning and Teleconferencing Skills</i> . Orient BackSwan: Hyderabad. 2011.
9	Dignen, Bob. <i>Fifty ways to Improve your Presentation Skills in English</i> . Orient BackSwan: Hyderabad. 2011.
10	Grussendorf, Marion. <i>English for Presentations</i> . Oxford University Press New: Delhi. 2007.

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	I	INTER-DISCIPLINARY COURSE - I (Compulsory)			CREDITS	2
Semester	II	[IDS 1202] ENVIRONMENT STUDIES			HOURS	30
OBJECTIVES						
<i>To sensitize the students to the environment, natural resources, energy resources, and environmental legislations.</i>						
COURSE CONTENT / SYLLABUS						
INTRODUCTION TO ENVIRONMENT AND ENVIRONMENTAL STUDIES						
UNIT-I	Definition and components of Environment, Relationship between the different components of Environment, Man and Environment relationship, Impact of Technology on Environment, Environmental Degradation, Multidisciplinary nature of the Environmental studies, Its scope and importance in the present day Education system. NATURAL RESOURCES: A) Renewable and non-renewable resources, exploitation and conservation, Role of an Individual in conservation of natural resources. B) Water resources: Surface and Ground water sources, Indian and Global scenario C) Land as a resource, social issues D) Forest resources: Definition and classification of forests Ecological and Economic importance and benefits of forest, Indian scenario. Deforestation: Causes and effects, remedial measures. E) Food resources: Sources of food, Global and Indian food demand scenario, Limits of the food production, Environmental effects of Agriculture.					08 hrs.
	HUMAN POPULATION AND ENVIRONMENT					
UNIT-II	Population Theories- Malthus, Optimum and theory of Demographic transition, Population growth- world and Indian scenario, population and Environmental degradation, Population Explosion- Causes, effects and control. Urbanisation- Urban population growth and Environmental problems. Environmental pollution: Water pollution- and Air pollution Role of an Individual in the prevention of pollution.					08 hrs.
	ENERGY AND GLOBAL ENVIRONMENTAL ISSUES					
UNIT-III	Energy resources- Global and Indian energy demand scenario, Future Projections, Conventional and non conventional sources of energy, Advantages and Limitations, Utilization, Exploitation and related environmental problems, Environmental implications of Non conventional energy sources.					07 hrs.


UNIT-IV	ENVIRONMENTAL LEGISLATION AND GUJARAT'S INITIATIVES FOR ENVIRONMENTAL PROTECTION	07 hrs.
	<p>Environmental Protection Laws in India, The Water (Prevention and Control of Pollution) Act 1974, Air (Prevention and Control of Pollution) Act 1981, Environmental Protection Act 1986.</p> <p>Role of Different Organisations in Gujarat Related to Protection of Environment:Gujarat Pollution Control Board(GPCB), Gujarat Environmental Management Institute(GEMI), Gujarat Ecological Commission(GEC), Gujarat institute of Desert Ecology(GUIDE), Department of Environment And Forest Gujarat, Department of climate change, Gujarat state disaster management Authority(GSDMA).</p>	
REFERENCES		
1	Environmental Studies by B.R.SHAH & Snehal Popli (Mahajan Publishing House)	


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	I	INTER-DISCIPLINARY COURSE - II (Any One)			CREDITS	2
Semester	II	[IDS 1203] GERMAN LANGUAGE			HOURS	30
OBJECTIVES		<i>To provide the basics of learning German language.</i>				
COURSE CONTENT / SYLLABUS						
UNIT-I	(A) Alphabets, Numbers (1 - 10000)				08 hrs.	
	B) Months, Days of Week					
	C) Time (Official Clock), Currency					
	D) Colors					
UNIT-II	A) Greetings and Introduction (Personal Information in Q-A Form)				08 hrs.	
	B) Yes / No Questions					
	C) Personal Pronouns (Nominative Case)					
	D) Verb Conjugation (1 st , 2 nd , 3 rd , and 4 th Category)					
	E) Vocabulary related to Classroom					
	F) Articles (Definite: der / die / das; Indefinite: ein / eine)					
UNIT-III	A) My Family (Vocabulary and Sentences)				07 hrs.	
	B) Possessive Pronouns (Nominative Case)					
	C) Adjectives with their Oppositives					
	D) Singular – Plural					
	E) Vocabulary : a) Fruits b) Vegetables c) Drinks d) Animals					
UNIT-IV	A) Information about Germany (14 – 15 Sentences)				07 hrs.	
	B) Countries and Languages (Q – A Form)					
	C) Vocabulary related to Profession					
	D) W – Question					
REFERENCES						
1						

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
			B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)	
YEAR	I	INTER-DISCIPLINARY COURSE - II (Any One) [IDS 1204] FRENCH LANGUAGE	CREDITS	2
Semester	II		HOURS	30
OBJECTIVES	<i>To provide the basics of learning French language.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Greetings, Farewell, Q & As, Self Introduction and Numbers			08 hrs.
UNIT-II	Definite-Indefinite Articles, Days of the week, Months of the year, General Vocabulary			08 hrs.
UNIT-III	All verbs...regular and irregular, Time			07 hrs.
UNIT-IV	Prepositions, contracted and Partitive article, possessive and demonstrative adjective			07 hrs.
REFERENCES				
1				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>			ACADEMIC YEAR	
			2016-2017	
B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)				
YEAR	I	INTER-DISCIPLINARY COURSE - II (Any One) INDIAN CONSTITUTION	CREDITS	2
Semester	II		HOURS	30
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I				08 hrs.
UNIT-II				08 hrs.
UNIT-III				07 hrs.
UNIT-IV				07 hrs.
REFERENCES				


SYLLABUS
S.Y.B. COM (HONOURS)
(Semester I and Semester II)


		The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com		ACADEMIC YEAR 2016-2017	
B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	CORE COURSE		CREDITS	3
Semester	I	COST ACCOUNTING		HOURS	45
OBJECTIVES	<i>To ensure working knowledge among the students for the subject.</i>				
COURSE CONTENT / SYLLABUS					
UNIT-I	A) Introduction: Cost Concepts, Cost Classification, Cost Departments and its relationships with other departments. B) Material Cost: Procurement procedure, Stores procedure and documentation in respect of Receipts and Issues of Stock, Inventory Control Techniques				12 hrs.
UNIT-II	A) Employee Costs: Remuneration Methods, Monetary and Non-monetary Incentive Schemes, Analysis of Non-productive Time, Overtime - Cost & its Treatment, labour Turnover B) Overhead (With reference to all Cost Accounting Standards related to Overhead): Classification of overheads, Computation of pre-determined overhead recovery rates, Treatment of over and under absorption of Overhead costs, Reports of control of overhead costs, Treatment of Miscellaneous items in Cost Accounting.				11 hrs.
UNIT-III	A) Preparation of Cost Sheet (Historical Cost sheet and Estimated Cost Sheet) B) Cost Accounting Records: Cost Accounting Systems, Integrated and Non-Integrated, Reconciliation of Cost and Financial Accounts				11 hrs.
UNIT-IV	A) Specific Order Costing: Determination of Cost in Job and Batch Costing, Valuation of Work-In-Progress in Job Costing B) Process Costing: Treatment of Normal and Abnormal Losses and Gains, Valuation of Opening and Closing Stock of Raw materials, Finished goods, Valuation of Work-in-Progress using First-in-First-Out and Average Methods (Equivalent Production), Concept and Accounting for Joint Products and Bi-products.				11 hrs.
*NOTE: APPLICABLE COST ACCOUNTING STANDARDS CONSTITUTE PART OF THE SYLLABUS					
REFERENCES					
1	A Text book of Cost Accounting by M.N. Arora (Vikas Publishing House Ltd.)				
2	Cost Accounting – Principles and Practice by M.N. Arora (Vikas Publishing House Ltd.)				
3	Cost and Management Accounting by Ravi M. Kishore (Taxmann Publications)				
4	Cost Accounting by Jawahar Lal & Seema Srivastava (Tata Mc Graw Hill Publishing Co. Ltd.)				
5	Cost Accounting by P C Tulsian (Tata Mc Graw Hill Publishing Co. Ltd.)				
6	Cost Accounting by Jain S.P & Narang K L (Kalyani Publishers).				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE ELEMENTS OF DIRECT TAXES	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To impart working knowledge in Income Tax.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	A) Introduction & history with five important definitions, i.e. Person, Assessee, Income, Assessment Year (A.Y.) & Previous Year (P.Y.) with all exceptions to the P.Y. B) Residential status and incidence of tax. C) Income exempt from tax.			12 hrs.
UNIT-II	Income under the head " Salaries" including Taxability of Allowances, Perquisites and Retirement Benefits.			11 hrs.
UNIT-III	A) Income under the head " House Property". B) Income under the head " Income from other sources". C) Income of other persons included in assessee's total income (provisions of Clubbing of income).			11 hrs.
UNIT-IV	A) Income under the head "Profits & Gains from Business or Profession". (Chargeability-General Principles governing assessment of business income-Scheme of deductions and Allowances-Deductions expressly allowed-Rent, rates, taxes, repairs and Insurance- Depreciation-insurance premium-Bonus and commission-interest on borrowed capital-Bad debts- Advertisement-General Deduction-provisions of section 43B) B) Income under the head "Capital Gains". Introduction, Basis of charge. Computation, Capital Asset, Transfer, Long term & Short term Capital Assets, etc. C) Computation of Gross Total Income, Deductions available to individuals from Gross Total Income and Computation of Total Income and Tax Liability of an Individual.			11 hrs.
*NOTE: Changes / Amendments taking place in the Income Tax Act will replace / supplement / modify or add provisions stated herein above in the syllabus.				
REFERENCES				
1	A Text book of Cost Accounting by M.N. Arora (Vikas Publishing House Ltd.)			
2	Students Guide to Income Tax (including Service Tax/VAT) by Dr. Vinod K. Singhanian and Ms. MonicSinghanian —TAXMANN Publication			


3	Systematic Approach to Income Tax, Service Tax and VAT by Dr. Girish Ahuja – Dr. Ravi Gupta BHARAT Publication
4	Study Material issued by ICAI on Direct Taxes


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR Semester	II I	CORE COURSE ENTREPRENEURSHIP	CREDITS HOURS	3 45
OBJECTIVES	<i>To generate both, spirit and enthusiasm in order to make the students take initiative and become self-reliant as well as empower oneself to become entrepreneurs.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO ENTREPRENEURSHIP The Concept of Entrepreneurship, The Entrepreneur: Definitions and Concept, Entrepreneurial characteristics and skills, Classification of Entrepreneurs, Entrepreneurs Vs Professional Managers, The Entrepreneurial Culture, Institutions in aid of Entrepreneurship Development.			12 hrs.
	UNIT-II	PROJECT MANAGEMENT Project: Concept and Classification, Search for Business Idea, Project Identification, Project Formulation, Project Report, Project Appraisal.		
UNIT-III		FINANCIAL ASPECTS OF ENTREPRENEURSHIP Types and sources of Industrial Finance, Venture capital, Financial Institutions, Financial Analysis – An input in Financial Appraisal, Ratio Analysis, Break-even Analysis, Profitability Analysis, Social Cost-Benefit Analysis.		
	UNIT-IV	MARKETING ASPECTS AND SETTING UP A SMALL ENTERPRISE Methods of Marketing, Marketing Channels, Marketing Institutions and Assistance, Exports from SSI Sector Location of an enterprise, Steps for starting a small enterprise, Selection of types of ownership, Incentives and Subsidies		
REFERENCES				
1	Vasant Desai (Edition 2014); The Dynamics of Entrepreneurial Development and Management; Himalaya Publishing House Pvt. Ltd.			
2	Thomas W. Zimmerer and Norman M. Scarborough; Essentials of Entrepreneurship and Small Business Management; (PHI), 4 th Edition.			
3	Robert Hisrich, Michael Peters and, Dean Shepherd; Entrepreneurship; TATA McGraw Hill.			
4	Donald Kuratto and Richard Hodgetts; Entrepreneurship; 6 TH Edition.			
5	David Holt; Entrepreneurial Development; (PHI).			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>			ACADEMIC YEAR		
			2016-2017		
B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	CORE COURSE		CREDITS	3
Semester	I	MANAGEMENT INFORMATION SYSTEM		HOURS	45
OBJECTIVES	<p><i>To create awareness in upcoming managers, of different types of information systems in an organisation so as to enable the use of computer resources efficiently, for effective decision making.</i></p> <p><i>To understand various MIS operating in functional areas of an organisation and explain its relationship with the various activities of the organisation.</i></p> <p><i>To understand how MIS is developed and implemented for various levels in an organisation</i></p>				
COURSE CONTENT / SYLLABUS					
UNIT-I	Foundations of information systems: frame work for business users – Roles of information systems – Organization as a system – components of information systems – Information System activities – Types of Information System.			12 hrs.	
UNIT-II	Business Information systems – Marketing Information Systems – Manufacturing – Information Systems – Human Resource Information Systems , Financial Information Systems – Transaction Processing System.			11 hrs.	
UNIT-III	Management and Information & Decision Support Systems – Management Information Systems, Executive Information Systems, Artificial Intelligence Technologies.			11 hrs.	
UNIT-IV	Strategic roles of IS – Breaking Business Barriers –Business Processes Reengineering – Improving Business Quality – Creating Virtual Company – Using Internet Strategically – Building knowledge Creating Company, E- Business Applications.			11 hrs.	
REFERENCES					
1	O'Brien, James A Management Information Systems, Tata McGraw Hill, New Delhi				
2	Marvin Gore, Elements of Systems Analysis & Design, , Galgota Publications				
3	Murduck, Ross & Clagget : Information Systems for Modern Management, Prentice Hall, New Delhi.				
4	Sadagopan, S : Management Information Systems, Prentice Hall, New Delhi.				
5	Rajaraman, V : Analysis and Design of Information Systems, Prentice Hall, New Delhi.				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	I	MACRO ECONOMIC ANALYSIS – I	HOURS	45
OBJECTIVES	<i>To provide basic understanding of theoretical aspects of Macro Economic Analysis</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO MACRO ECONOMICS AND NATIONAL INCOME ACCOUNTING			12 hrs.
	Definitions, Objectives and Instruments of Macro Economics, Basic Concepts, National Income Accounting			
UNIT-II	THE THEORY OF EMPLOYMENT AND OUTPUT			11 hrs.
	Assumptions of Classical Theory, Say's Law of Market Classical Theory of Employment, Keynes' Theory of Employment			
UNIT-III	THEORIES OF CONSUMPTION AND INTEREST			11 hrs.
	Consumption and Saving Functions, Theories of Consumption, Theories of Investment, Theories of Interest			
UNIT-IV	THE THEORY OF INCOME DETERMINATION			11 hrs.
	Concepts and Functions, Two, Three and Four Sector Models, Aggregate Demand and Multipliers, Post Keynesian Model			
REFERENCES				
1	D N Dwivedi: Macro Economics- Theory and policy			
2	H L Ahuja: Modern Economics			
3	Shapiro Edward: Macro Economics Analysis			
4	Mankiw Gregory: Macro Economics			
5	Taxmann's: Macro Economics			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	I	INSURANCE THEORY AND PRACTICES	HOURS	45
OBJECTIVES	<i>To provide basic understanding of theoretical aspects of Insurance and its practices</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO INSURANCE			12 hrs.
	Definition, Importance and Principles of Insurance, Role of Insurance in development of Industry and Commerce, Difference between life and General insurance, Insurance products, Concept of reinsurance, Coinsurance and Double Insurance, Limitations of Insurance			
UNIT-II	INSURANCE IN INDIA			11 hrs.
	Historical evolution of life & general insurance business in India, Nationalization of Life insurance business (1956) and General Insurance business (1972). Post nationalization scenario of insurance business in India.			
UNIT-III	INSURANCE IN INDIA – POST REFORM PERIOD			11 hrs.
	Malhotra Committee Recommendations, establishment of IRDA; its major functions & powers, duties & obligations. Present Insurance Scenario including growth of insurance industry in India.			
UNIT-IV	INSURANCE AND RISK MANAGEMENT			11 hrs.
	Risk management & business administration; Objectives, Scope & Relationship of risk management to Insurance. Types of risks; Financial and Non financial, its Definition, Role methods & Benefits, Theories of Risk Management viz. Classical, Collective risk & Modern Theory, Impact of liberalization and globalization of insurance sector in India; issues & concerns.			
REFERENCES				
1	Insurance; Fundamentals, Environment & Procedures by Bodla, MC Gaeg, K.P. Singh. Published by Deep & Deep Publications Pvt. Ltd. New Delhi.			
2	Insurance products & Services Published by Indian Institute of Bankers. Published by Taxmann's			
3	Publications of Insurance Institute of India & ICAI University, Hyderabad.			
4	Leading journals in Insurance. Viz. Insurance Chronicle by ICAI, Hyderabad; Insurance Times, Kolkata, IRDA Journal, Hyderabad; Insurance Watch.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	VOCATIONAL COURSE – I (ANY ONE) BUSINESS DOCUMENTARY, PUBLICATIONS, AND AD-MAKING	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<p><i>To help students understand the growing importance of communication in various functions of corporations, Application of research and content development in corporate communication.</i></p> <p><i>To introduce Basic Concepts and their Development in Corporate Communication, along with the concept of Documentary, Film-making and the skills of making one by themselves, Skills of making Advertisement Copy etc.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Documentary film making: History of documentary film making, types of documentaries (social documentaries, Educational documentaries, corporate documentaries etc.)			12 hrs.
UNIT-II	Study of Documentaries (Workshop, Presentations and Performances)			11 hrs.
UNIT-III	Changing nature of Business, Writing Corporate Communication, Skills for corporate communication professional, workshop on corporate communication			11 hrs.
UNIT-IV	Steps in Creative Copy Writing, Advertisement Making (Role Play and Workshop)			11 hrs.
REFERENCES				
1	Directing the documentary – Michael Rabiger (Focal press, New Delhi)			
2	Documentary Films and Indian Awakening – Jag Mohan(Publication Division)			
3	Business and Professional Communication- Disanza (Pearson Education)			
4	Communication for business – Taylor (Pearson Education)			
5	Advertising and Promotion-George Belch and Michael belch (McGraw Hill)			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	VOCATIONAL COURSE – I (ANY ONE) E – ACCOUNTING	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I	Introduction to computers and Information Technology: (Theory)			12 hrs.
	Information processing tools - Operating System- Basic concepts of operating system and its functions - Introduction to MS Office tools — Communication Technology- Content Technology			
UNIT-II	An overview of Computerized Accounting System: (Theory & Practical)			11 hrs.
	Masters: Concepts of Grouping of Accounts (Creation of Accounts Master-Creation of Ledger-Cost-Group-Budgets-Voucher and Inventory - Creation of Inventory Master-Stock Item-Unit Measurement) Transactions: Accounts Voucher Entry - Contra-Receipt-Payment -Journal-Debit and Credit notes - Sales, Purchases etc. Inventory Voucher Entry- Types-Delivery Challan-Goods Receipt Note- Invoice- Stock Transfer etc.			
UNIT-III	Theory & Practical			11 hrs.
	Accounting Reports - Bank Reconciliation Statement - Adjusting Entries-Rectification entries-Trial Balance-Statement of Profit and Loss-Balance sheet-Stock Statement-Account Books-Cash and Bank Books-Ledger Summaries-Bills Receivable and Payable Statements-Statutory Reports. Inventory Reports - Stock Summaries-Group Summaries - Order Books and Summary-Order Status-Sales Order Summary-Purchase Order Summary-Printing-Reports on Printer-Reports to File.			
UNIT-IV	Theory & Practical			11 hrs.
	Computer softwares in Accounting, E-Filing			
Activities Planned: Classroom interaction including solving of practical I problems supplemented by power point presentation and practical training on computer, Discussion of Real CASE studies, Expert Talks. Note: The semester-end paper will be of 70 marks consisting equally of Theory and Practical. The Practical examination will be conducted by an internal examiner and external examiner jointly. The theory paper will be of 2 hrs and 35 marks. The practical paper will be of 1.5 hrs and 35 marks. The candidate has to secure at least 40% in the practical and theory paper to secure a pass.				
REFERENCES				
1	Computers Fundamentals (Papcrback) By O.P. Nagpal (S.Chand and Co.)			
2	Computers Fundamentals (Information Technology) By Pradeep .K.Sinh			


3	Computers Fundamentals By Anita Goel (Pearson Education India)
4	Implementing Tally By K.K. Nidhani
5	Financial Accounting using Tally By Namrata Agrawal (Dream Tech Publishers)


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	II	VOCATIONAL COURSE – I (ANY ONE)	CREDITS	3
Semester	I	ACCOUNTING AND FINANCE FOR SERVICES	HOURS	45
OBJECTIVES	<i>To impart working knowledge with reference to Accounting and Finance aspects of specified services</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	<p>Introduction: Concept of Service- Importance of Service sector in Indian Economy- Service vs. Manufacturing-various types of Services- Revenue Recognition related to Services as per relevant Accounting Standard)</p> <p>Accounting for Tourism and Hospitality Services: Peculiar terms and transactions - Visitors' Guest Ledger-Occupancy Rate-Accounting System- Preparation of Financial Statements and their analysis-Relevant Cost concepts and cost management-Financial Management aspects</p>			12 hrs.
UNIT-II	<p>Accounting for Healthcare Services: Peculiar terms and transactions- Accounting System-Preparation of Financial Statements and their analysis- Relevant cost concepts and Finance related issues</p> <p>Accounting for Real Estate Developers: Peculiar terms and transactions -Accounting System-Preparation of Financial Statements and their analysis - Relevant cost concepts and Finance related issues</p>			11 hrs.
UNIT-III	<p>Accounting for Mutual Fund: Meaning and organization of Mutual Fund- Types of Mutual Funds -SEBI Regulations- Statutory books and records - Annual Report. Preparation of Revenue Account and Balance sheet</p> <p>Accounting for Event Management Services: Meaning, types of events, Basic Event Accounting. Accounting for event income and expenses, Preparation of Financial Statements, Event Budgeting and Costing</p>			11 hrs.
UNIT-IV	<p>Accounting for Non Government Organization: Meaning and definition of NGO - Formation and classification of NGO-Importance of Accounting- Objectives of NGO accounting-Types of books and records maintained by NGO</p> <p>Accounting for Stock Brokers: Meaning and Definition - SEBI (Stock broker and Sub - broker.) Regulations, 1992-Registration -Maintenance of proper books of accounts, records and documents.</p>			11 hrs.
	<p>Activities Planned: Visit to Stock Exchange and exposure to mock trading session.</p> <p>Visit to NGOs and exposure to their activities, Exposure to Published Financial Statements of Mutual Fund Companies, Tourism and Hospitality Companies, Health Care Cos.</p>			


REFERENCES


1	Financial Management for Hospital Administration by G.R.Kulkarni, Satyashankar, Jaypee Publication
2	Financial Accounting for Hotels by Prasanna kumar J.P., Me Graw Hill Publications
3	A Text Book of Hotel Accounting by Shyamlal Arora, Vedmas Publications
4	Accounting for Hospitality Industries by Anoop Pant
5	Advance Accounting by Shukla & Grewal, S. Chand Publication


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	VOCATIONAL COURSE – I (ANY ONE) CORPORATE ECONOMIC STUDIES AND FORECASTING	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I	Corporate Case Studies			12 hrs.
	Nature of Firm, Nature of Industry, Availability of Information on Demand, Sales, Cost etc., Compilation of data			
UNIT-II	Estimation Practices in Corporate Sector			11 hrs.
	Nature of data and their uses, The estimation and analysis, Quantitative Estimations, Qualitative Estimation			
UNIT-III	Business and Corporate Forecasting			11 hrs.
	Essentials of forecasting, Methodologies, Evaluation Measures for Forecasting, Preparation of forecasts			
UNIT-IV	Problems in Estimation and Forecasting and Data Handling			11 hrs.
	Problems in estimation and Forecasting , Methodological Problems, Problems in Time Series Data, Problems in Cross Section Data			
REFERENCES				
1	Dale Gray and Samuel Malone, Macro financial Risk Analysis. John Wiley and Son ^l . Ltd.			
2	Paul Nevbold. W illiam Carlson and Bern Thome. Statistics for Business and Economics. Pearson Education.			
3	Maridakis. Wheelwright and Hyndman, Forecasting: Methods and Applications. Jhon Wiley & Sons.			
4	Anderson, Sweeney and Williams, Statistics for Business and Economics. Cengage Learning			
5	Craig S. Fleisher and Babette E. Bensoussan. Business and Competitive Analysis: Effective Application of New Classic Methods, Prentice 1 'all.			
6	Robert A. Yaffee and Monnie McGee. Introduction to Time Series Analysis and Forecasting: with Application of 5^5 and SPSS. Academic Press, INC.			
7	Soren Bisgaard and Murat Kulahci, Time Series Analysis and Forecasting by Example, John Wiley & Sons, INC.			
8	Jae K. Shim, Techniques for Financial Analysis, Modeling and Forecasting. Delta Publishing Company.			
9	1) A. Koutsoyianiss, Modern Microeconomics, Palgrave Macmillan U.K.			
10	2) Don Waldman, Elizabeth Jensen, Industrial Organisation; Theory' and Practices, Pearson Education.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	SPECIALIZATION SUBJECT – I (ACCOUNTING & FINANCE) HIGHER FINANCIAL ACCOUNTING	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To impart working knowledge as applicable to business and developing general proficiency in the area of accounting</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Departmental Accounts: Introduction-Basis of allocation of Common Expenditure- Inter-Departmental Transfers-Preparation of Departmental Accounts Investments Accounts: Classification - Cost determination - Valuation- Disposal- Re-classification - Disclosures as per relevant Accounting Standard.			12 hrs.
	UNIT-II	Accounting for Leases: Meaning- Types- Minimum Lease Payments - Implicit Interest Rate-Accounting for various types - Disclosure as per relevant Accounting Standard Accounting for Depreciation and Fixed Assets: Provisions of the Companies Act - Disclosures as per relevant Accounting Standards		
UNIT-III		Introduction to Company Accounts: Books of Accounts, Statutory Records, Statistical Records as per the Companies Act Shares and Share Capital: Underwriting, Issue (including Rights and Bonus), Forfeiture and Reissue of Forfeited Share Acquisition of Business: Profit/Loss-Prior to Incorporation		
	UNIT-IV	Buy back of Shares and Redemption of Preference Shares: Legal provisions-Accounting Treatment in the Books of Company Accounting for Debentures: Meaning-Types-Issue of .Debentures Redemption (Various Methods)-Bonus Debentures		
Activities Planned: Classroom Interaction including solving of Practical Problems supplemented by Power Point Presentations and Case Studies.				
REFERENCES				
1	Advanced Accounting by Dr. S.N. Maheshwari, Vikas Publishing House			
2	Advanced Accounting by Ashok Sehgal, Taxman Publication			
3	Advanced Accounting by M.C. Shukia and T.S. Grewal, Sultan Chan Publication			
4	Modern Accounting by Hanif and Mukherjee, Tata Mc Graw Hill Publication			
5	Advanced Accounting by R.L. Gupta and M. Radhaswamy, Chand Publication			
6	Relevant study material issued by ICAI, ICWAI and ICSI			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	SPECIALIZATION SUBJECT – I (BANKING & INSURANCE)			CREDITS	3
Semester	I	THEORY OF BANKING AND INSURANCE			HOURS	45
OBJECTIVES						
COURSE CONTENT / SYLLABUS						
UNIT-I	INTRODUCTION TO BANKING BUSINESS					12 hrs.
	History and progress of Banking in India, Presidency banks, SBI and its subsidiaries, Social control over banks and nationalization of banks, Business of banking under Banking Regulation Act, 1949. Forms of banking Systems: Branch, Unit, Chain, Mixed and Group. Re-habilitation of Weak Banks, Changing scenario of Indian Banking, Vision for the next decade.					
UNIT-II	BANKING OPERATIONS					11 hrs.
	Traditional banking Vs. E- Banking, Facets of E-Banking and constraints, deposits-Advances–Miscellaneous services, Financial inclusion, recent developments in banking industry.					
UNIT-III	INTRODUCTION TO INSURANCE					11 hrs.
	Introduction of Insurance: Purpose and need of Insurance. Essentials of Valid contract, and Nature of insurance contracts. Financial needs of persons. Classification of Insurance, Principles of Insurance in life and non-life segment, Underwriting and claims					
UNIT-IV	OTHER INSURANCE					11 hrs.
	Life insurance: Concept, types and features of life Insurance plans. Fire and Marine Insurance, Reinsurance, double Insurance and coinsurance, Motor Vehicle Insurance, Health and home Insurance					
REFERENCES						
1	Elements of Banking and Insurance, Jyokna Sethi and Niswan Bhatia, Eastern Economy Edition, PHI					
2	Banking and Insurance, Deendayal Sharma, Rajat Publications.					
3	Life insurance; principles and practice by Mishra K.C. and Kumar C.S. Published by, National insurance Academy, Pune.					
4	Banking products and services, Indian institute of banking and finance, published by Taxmann.					
5	Managing Life Insurance by Kutty S.K. Published by PHI.					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017	
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)				
YEAR	II	SPECIALIZATION SUBJECT – I (ECONOMIC PLANNING & POLICIES)		CREDITS	3
Semester	I	ESSENTIALS OF PLANNING		HOURS	45
OBJECTIVES					
COURSE CONTENT / SYLLABUS					
UNIT-I	Definition of Economic Planning: Objectives of planning, Essentials of Planning and limitations of Planning.				12 hrs.
UNIT-II	Types of Planning, Planning by direction, Planning by Inducement, and Planning in mixed economy, financial and physical Planning, perspective and annual Planning.				11 hrs.
UNIT-III	Planning models, Planning Experiences during Five year plans in India, Performances of Tenth and Eleventh plans, and Draft of Twelfth five year plan.				11 hrs.
UNIT-IV	Changing role of government and planning, Role of Planning commission, Privatization and Liberalization, preparation of perspective Planning looking into the competitiveness economic growth of world economy.				11 hrs.
REFERENCES					
1	Brahmananda P. R. and Panchmukhi V. R. [eds] : The Development Process of the Indian Economy, Himalaya Publishing House, Bombay, 1987.				
2	Chakravarty S.: Development Planning: The Indian Experience, Clarendon Press, Oxford, latest edition				
3	Dhingra i. C.: The Indian Economy, Sultan Chand and Co. New Delhi, latest edition				
4	Jhingan M. L. The Economics of Development and Planning, Vikas, Latest edition.				
5	Misra, S. K. and Puri V. K.: Indian Economy, Himalaya Publishing Co. Bombay, latest edition				
6	Ruddar Dutt and K.P.M. Sundaram: Indian Economy - latest edition				


		The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com		ACADEMIC YEAR 2016-2017	
B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	SPECIALIZATION SUBJECT – I (ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT)	CREDITS	3	
Semester	I		HOURS	45	
FOUNDATION OF VENTURE CREATION					
OBJECTIVES	<p><i>To address the mindset required to tackle this tremendously challenging and rewarding pursuit; to understand the process by which real opportunities – not just ideas can be discovered and selected.</i></p> <p><i>To develop a concern for entrepreneurial leadership, team creation and personal ethics; to learn marshalling various resources, entrepreneurial finance.</i></p>				
COURSE CONTENT / SYLLABUS					
UNIT-I	THE ENTREPRENEURIAL MIND FOR AN ENTREPRENEURIAL SOCIETY				12 hrs.
	Three principles for achieving entrepreneurial greatness – Converging on the entrepreneurial mind – Benefits of entrepreneurship - Myths and realities about entrepreneurs – Building an entrepreneurial society – Entrepreneurial fire				
UNIT-II	THE OPPORTUNITY				11 hrs.
	The Entrepreneurial Process - The Opportunity: Creating, Shaping, Recognizing, Seizing - Screening Venture Opportunities - The Business Plan				
UNIT-III	THE FOUNDER AND TEAM				11 hrs.
	The Entrepreneurial Manager - The New Venture Team – Personal ethics and Entrepreneur				
UNIT-IV	FINANCING ENTREPRENEURIAL VENTURES				11 hrs.
	Resource Requirements – Franchising - Entrepreneurial Finance - Obtaining Venture Growth Capital				
REFERENCES					
1	Jeffry A. Timmons; New Venture Creation (Entrepreneurship for the 21 st century); Tata Mc Graw Hill Publication, 7 th Edition				
2	Vasant Desai (Edition 2014); The Dynamics of Entrepreneurial Development and Management; Himalaya Publishing House Pvt. Ltd.				
3	Thomas W. Zimmerer and Norman M. Scarborough with Doug Wilson; Essentials of Entrepreneurship and Small Business Management; Eastern Economy Edition, 5 th Edition.				
4	Robert Hisrich, Michael Peters and, Dean Shepherd; Entrepreneurship; TATA McGraw Hill, 6 th Edition				
5	Donald Kuratto and Richard Hodgetts; Entrepreneurship: Theory, Process, and Practice; 6 TH Edition, Thomson South Western.				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	SPECIALIZATION SUBJECT – I (GLOBAL ECONOMY & INTERNATIONAL BUSINESS) STRUCTURE OF GLOBAL TRADE	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>The objective of the course is to develop a theoretical understanding among students about the structure of global trade. The course will also make them aware of understanding the globalisation in detail.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	GLOBALIZATION			12 hrs.
	Meaning and dimensions; Features of current globalization; Stages of Globalization; Essential conditions for globalization.			
UNIT-II	STRUCTURE OF GLOBAL TRADE			11 hrs.
	Global trade in merchandise; Countertrade; trade in services; Global sourcing; global trade and developing countries.			
UNIT-III	MULTINATIONAL COMPANY (MNC)			11 hrs.
	Meaning and definition, Organizational Models; Importance and Dominance of MNCs; Code of conduct, MNC in India; Transfer of technology.			
UNIT-IV	TRADE BARRIERS			11 hrs.
	Government influence on trade; protectionism; tariff barriers; non-tariff barriers; state trading; Foreign trade policy.			
REFERENCES				
1	Bo Soderstn and Geoffrey Reed, International Economics.			
2	Francis Cherunilam: International Business Environment.			
3	P.T.Elisworth and J.Clark Leith, The International Economy, New York, Macmillan publishing Co.			
4	Franklin R. Root, International Trade and Investment, Cincinnati, Ohio, South Western Pub.			
5	Dominick Salvatore, International Economics, New York Macmillan Publishing Co.			
6	Charles Mitchell, International Business Culture, California, World Trade Press			
7	John Naisbitt, The Global Paradox, London, Nicholas Brealey Publishing.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	SPECIALIZATION SUBJECT – I (HUMAN RESOURCE MANAGEMENT)			CREDITS	3
Semester	I	HR POLICIES AND PRACTICES			HOURS	45
OBJECTIVES						
		<p><i>To understand the importance of framing policies in HRM and its impact on organizational success; to familiarize with various HR practices followed by different organizations and experiences.</i></p>				
COURSE CONTENT / SYLLABUS						
UNIT-I		INTRODUCTION				12 hrs.
		Meaning of policies, practices and procedures, Need for policies in HRM, Common HR practices Elements of a good policy, Drafting a good policy. HR practices and policies in selected organizations-Case studies				
UNIT-II		POLICIES AND PRACTICES IN ACQUISITION FUNCTION				11 hrs.
		HR Planning, Job analysis, Recruitment, selection and Induction policies, Case studies on effective Acquisition Policies.				
UNIT-III		POLICIES AND PRACTICES IN DEVELOPMENT FUNCTION				11 hrs.
		HRD Policies in India-HDI and corporate implications, Training & Development Policies, Career & Succession Planning, Case studies.				
UNIT-IV		POLICIES AND PRACTICES IN MOTIVATION & MAINTENANCE				11 hrs.
		Motivational practices in selected organizations-deciding a motivation policy. Industrial Relations, Equal Employment Opportunity, Grievance and Anti-Discrimination Policies, Case studies.				
REFERENCES						
1	Handbook of human resource management practice by Michael Armstrong.					
2	Human Resource Management by V.S.P. Rao; Human Resource Management by L.M. Prasad					
3	Personnel Management & HR by P. Subba rao					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	SPECIALIZATION SUBJECT – I (MARKETING MANAGEMENT)			CREDITS	3
Semester	I	RURAL MARKETING			HOURS	45
OBJECTIVES						
<i>Understand the importance of Rural Markets; Sensitize to the needs and Behaviour of consumers and channels; Utilize the understanding on peculiarities of rural markets, channels and competition in marketing decision making.</i>						
COURSE CONTENT / SYLLABUS						
RURAL MARKETING						
UNIT-I	Concept, Importance, Rural vs. Urban Marketing					12 hrs.
UNDERSTANDING RURAL MARKETING ENVIRONMENT						
UNIT-II	Geographic, Economic, Socio-Cultural and Infrastructural factors and their influence on Rural Marketing Operations					11 hrs.
RURAL CONSUMER						
UNIT-III	Characteristics, Attitudes and Behaviour, Buying Patterns and Influences					11 hrs.
RURAL MARKETING STRATEGIES						
UNIT-IV	Segmenting Rural Markets, Product Planning and Branding Decisions, Pricing Decisions, Promotion in Rural Markets, Distribution Channels and Logistics in Rural Markets.					11 hrs.
REFERENCES						
1	Rajagopal, Management of Rural Business					
2	Neelamegham, Marketing in India: Cases and Readings, Vikas Publishing					
3	Mathur, U. C., Rural Marketing, Excel Books					
4	Gopalswamy, Rural Marketing, Wheeler					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	SPECIALIZATION SUBJECT – I (RURAL ENTREPRENEURSHIP AND MANAGEMENT) RURAL ECONOMIC ENVIRONMENT	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To create awareness among the students regarding the Rural Economic Environment & Socio Economic Problems of Rural India.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	RURAL ENVIRONMENT			12 hrs.
	Environment-definition, meaning of rural environment, Overview of economic, political, social & cultural environment and its impact on rural development, Size and structure of Indian rural economy, Agriculture sector - production trends in agriculture, causes of low productivity			
UNIT-II	RURAL INDUSTRIES			11 hrs.
	Meaning and definition - its role in Indian economy, different forms of rural industries cottage and village industries, their problem and prospects, government policy for rural industries; Urban-rural linkage and interdependence. Rural industries under five year plan			
UNIT-III	RURAL POVERTY AND UNEMPLOYMENT			11 hrs.
	Basic problems of rural economy: Population; Unemployment & poverty; Rural Migration ; and Other problems			
UNIT-IV	PUBLIC UTILITIES IN RURAL ECONOMY			11 hrs.
	Infrastructure & Economic Development; Irrigation Facilities; Transport and communication ; and Rural Electrification			
REFERENCES				
1	B.S. Mathur-Cooperation in India			
2	Ruddar Datt and KPM Sundharam: Indian Economy			
3	T.N. Hajella - Principles, Problems & Practice in Cooperation			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	II	MANAGEMENT ACCOUNTING	HOURS	45
OBJECTIVES	To ensure working knowledge amongst the students for the subject.			
COURSE CONTENT / SYLLABUS				
UNIT-I	Introduction to Management Accounting: Meaning, Definition, Importance in Business Decisions, Comparison of Management Accounting with Financial Accounting and Cost Accounting, Classification of Costs in relation to business decisions. Marginal Costing and Break-Even Analysis: Basic Concepts, Marginal Costing and Absorption Costing, Cost-Volume-Profit Analysis, Break-Even Analysis, Limitations of Break-Even Analysis, Application for Management Decision Making			12 hrs.
UNIT-II	Activity Based -Costing: Definition, Meaning, Objectives, Steps in Activity Based Costing, Cost Pools and Cost Drivers, Activity Based Information and Decision making. Service Costing: Meaning, Definition, Application, Identification of Cost Unit, Cost Determination and Cost Control			11 hrs.
UNIT-III	Uniform Costing and Inter Firm Comparison Budgeting & Budgetary Control: Basic Concepts- Functional Budgets and Master Budgets, Preparation of Flexible Budget, Zero Based Budgeting			11 hrs.
UNIT-IV	Standard Costing Concept, Uses and Advantages, Establishing a Standard Costing system, Variance analysis.: Cost Control and Cost Reduction			11 hrs.
REFERENCES				
1	A Text book of Cost Accounting by M.N Arora (Vikas Publishing House Ltd.)			
2	Cost Accounting - Principles and Practice by M.N Arora (Vikas Publishing House Ltd.)			
3	Cost & Management Accounting by Ravi M. Kishore (Taxmann Publications)			
4	Cost Accounting by Jawahar Lai & Seema Srivastava (Tata Me Graw-Hill Publishing Co. Ltd)			
5	Management and Cost Accounting by Colin Drury (Taxmann Publications)			
6	Management Accounting by Khan & Jain (Tata Me Graw-Hill Publishing Co. Ltd.)			
7	Cost Accounting by Jain S.P & Narang K L (Kalyani Publishers)			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	II	ELEMENTS OF INDIRECT TAXES	HOURS	45
OBJECTIVES	<i>Brief introductory summary of various Indirect Taxes.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION			12 hrs.
	Direct Taxes and Indirect Taxes compared, Advantages and Limitation of Indirect Taxes.			
UNIT-II	CUSTOMS DUTY			11 hrs.
	Introduction to Customs duty. Types of Customs Duties, Valuation for Customs duty, Customs procedures.			
UNIT-III	GUJARAT VALUE ADDED TAX			11 hrs.
	Historical background, Important Definitions, Incidence of tax, Procedure for registration, Payment of tax, Filing of Returns etc. Levy of penalties for various defaults, Input Tax Credit, Records & Documents.			
UNIT-IV	CENTRAL EXCISE			11 hrs.
	Nature of Excise Duty including incidence of tax, Types of Excise Duties, Excisable Goods, Manufacture and Production, Valuation of goods, Introduction to CENVAT Credit.			
UNIT-V	SERVICE TAX			11 hrs.
	Background of Service tax, Taxable service, General Exemptions from Service tax, Registration, Payment of Service tax, Filing of Returns, Penalties under Service tax, etc.			
REFERENCES				
1	Students' Guide To Indirect Taxes By Banger Yogendra, Banger Vandana & Sodhani Vineet (Taxmann)			
2	Indirect taxes-Law & Practice By V.S. Datey-Taxman Publications-New Delhi			
3	Central Excise Law Manual By R.K. Jain-Centax Publications P Ltd			
4	The Gujarat Value Added Tax Act, 2003 By R.P. Shah-The Tax Publication			
5	Service Tax Ready Reckoner By P.L. Subramanian-Snow White Publication			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	II	MARKETING MANAGEMENT	HOURS	45
OBJECTIVES	<i>To familiarize the students with the marketing concepts and practices to develop their analytical skills and conceptual abilities in the marketing field; To understand the theoretical foundation of marketing, its processes, tools and implementation within corporations</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	FUNDAMENTALS OF MARKETING			12 hrs.
	Meaning, Definitions, Core Concept, Philosophies of Marketing, Marketing Management, Marketing Management Process, Marketing Mix [An Overview], STP Model [An Overview], Role of Marketing in developing country			
UNIT-II	PRODUCT AND PRICING STRATEGIES			11 hrs.
	Meaning, Definitions, Product [Product Mix-Product Life Cycle-New Product Development]- Pricing-[Price Setting Procedure-Pricing Policies & Strategies]			
UNIT-III	PLACE AND PROMOTION STRATEGIES			11 hrs.
	Place Strategies [Meaning-Channel Design Decisions]-Promotion Strategies [Five M's of Advertising (Mission, Money, Message, Media, & Measurement) - An Overview of Sales Promotion, Personal Selling, Publicity & Public Relations, Direct Marketing]			
UNIT-IV				11 hrs.
	Meaning, Definition and An Overview on [Marketing of Services, Rural Marketing, E-Marketing, Retailing, Customer Value in Marketing, Consumer Satisfaction, Consumerism and Consumer Protection Act, 1986]			
REFERENCES				
1	Kotler, Keller, Koshy and Jha (2009) 13th Edition; Marketing Management A South Asian Perspective; Pearson Education.			
2	Philip Kotler, Kevin Lane Keller (2006) 12th Edition; Marketing Management, Prentice-Hall of India Limited, New Delhi.			
3	Philip Kotler; Gray Armstrong (2008) 12th Edition; Principles of Marketing; Pearson Education.			
4	William F. Stanton & others (1994); Fundamentals of Marketing: Tata McGraw Hill, Xth Edition.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	II	HUMAN RESOURCE MANAGEMENT	HOURS	45
OBJECTIVES	<i>To appreciate the understanding of human resources and to acquaint with the intricacies involved in managing human resources in the dynamic environment.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION			12 hrs.
	Concept and Scope of HRM, HRM functions, Changing Nature of HRM, HRM V/s PM V/s SHRM, External environment and HRM, Roles of HR Managers, Job Analysis, Job Description, Job Specification, Job Evaluation			
UNIT-II	HR PLANNING & DEVELOPMENT			11 hrs.
	HR Planning: Meaning need and steps, Recruitment: Sources, Factors. Selection Procedure Concept of 'Training' & 'Development', Methods of Training, Designing a Training Programme, Evaluation & Feedback, Career planning, Appraising Employee performance.			
UNIT-III	COMPENSATION & MAINTENANCE OF EMPLOYEE RELATIONS			11 hrs.
	Developing a Compensation System, Types of Compensation Plans, and Fringe Benefits offered in Indian organisations. Effective Industrial Relations- Grievance Handling- Collective Bargaining, Resolving Disputes for better Employee Relations			
UNIT-IV	CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT			11 hrs.
	Managing Work-force Diversity in Organisations, Employee Empowerment - Employee Engagement, Virtual Organisations and HRM - Employer Branding – HR Matrix, HR issues during Restructuring – e-HRM, Ethics in Human Resource Management			
REFERENCES				
1	Human Resource Management – V.S.P. Rao.			
2	Essentials of Human Resource Management & Industrial Relations – P. Subbarao			
3	Human Resource Management – Robert Mathis & John Jackson			
4	Human Resources Development & Management – Biswanath Ghosh			
5	Industrial relations & Labour Laws – S.C. Srivastava.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	II	MACRO ECONOMIC ANALYSIS - II	HOURS	45
OBJECTIVES	<i>To provide basic understanding of practical aspects of Macro Economic Analysis</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	MONEY AND BANKING			12 hrs.
	Meaning and Measurement of Money, Meaning and Measurement of Value of Money, Co of Money Supply and Related Issues, Operation of Commercial Banks, Central Bank			
UNIT-II	INFLATION AND UNEMPLOYMENT			11 hrs.
	Meaning, Measures and Types of Inflation, Effects of Inflation, Meaning, Kinds and Measurement of Unemployment, Relationship between Inflation and Unemployment			
UNIT-III	MACRO ECONOMIC POLICIES			11 hrs.
	Meaning and scope of Public Finance, Fiscal Policy - scope, objectives and limitation, Mon policy- Meaning, scope and objectives			
UNIT-IV	INTERNATIONAL ASPECTS OF MACRO ECONOMICS			11 hrs.
	Foreign Exchange market, Determination of foreign exchange, Balance of payment – Its mechanism			
REFERENCES				
1	D N Dwivedi: Macro Economics- Theory and Policy			
2	G S Gupta: Macro Economics- Theory and Application			
3	H L Ahuja: Modern Economics			
4	DK Shukla: Macro Economics			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	CORE COURSE	CREDITS	3
Semester	II	INSURANCE PRODUCTS	HOURS	45
OBJECTIVES	<i>To provide the basic understanding about various insurance products and its regulations</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO INSURANCE			12 hrs.
	Concept of Insurance, Definition and meaning, Significance, Functions, Fundamental Principles, Insurance contract and its essentials, Insurance underwriting, Policy documents.			
UNIT-II	REGULATIONS TO INSURANCE			11 hrs.
	Regulation and legislation applicable to Insurance: History and regulation of Insurance business in India. Postal life Insurance. Insurance Act, 1938, IRDA Act, 1999			
UNIT-III	LIFE INSURANCE PRODUCTS			11 hrs.
	Term insurance, Whole Life Insurance, Endowment insurance, group insurance, annuities, Unit linked policies, Riders, Premium Calculation, Premium Payment, Lapse and Renewal. Concept of Surrender value claims: death and maturity claims, assignment and nomination of policies, Rural/ Social Insurance Products			
UNIT-IV	NON LIFE PRODUCTS			11 hrs.
	General insurance products in India: Fire insurance policies: Standard fire insurance policy and special peril policy. Marine Insurance Policies and Products, Misc. Insurance Policies, Pension Products. Current trends and issues			
REFERENCES				
1	Insurance products by IIBF Published by Taxmann.			
2	Principles and practice of life insurance by G. Krishaswamy, Published by Excel books.			
3	Legal aspects of insurance by Gupta P.K. Published by Himalaya Publishing House.			
4	Practice of Life Assurance (IC-02) by Insurance Institute of India.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	VOCATIONAL COURSE – II (ANY ONE) SOCIAL MEDIA MARKETING	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<p><i>This course will make students familiar with social media marketing, its importance. Social media critical zones.</i></p> <p><i>Students will also learn practically how companies use the social media for marketing purpose.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	FOUNDATIONS OF SOCIAL MEDIA MARKETING			12 hrs.
	The Horizontal Revolution, Strategic Planning with Social Media, Social Consumers and Digital communities			
UNIT-II	THE THREE ZONES OF SOCIAL MEDIA			11 hrs.
	Social Communities, Social Publishing and Social Entertainment			
UNIT-III	MEASURING USERS AND SOCIAL MEDIA CAMPAIGNS			11 hrs.
	Social Commerce, Social Media for Consumer Insight and Social Media Metrics			
UNIT-IV	PRACTICAL STUDY			11 hrs.
	Students need to choose any two companies, need to analyze how companies use social media for doing their marketing activity. Report writing and oral presentation			
REFERENCES				
1	Social Media Marketing, By Tracy Tuten, Prentice Hall Publication.			
2	Culture of Connectivity, By Jose Van Dijck, Oxford University Press			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	VOCATIONAL COURSE – II (ANY ONE)	CREDITS	3
Semester	II	RETAILING OPERATION AND SALESMANSHIP	HOURS	45
OBJECTIVES				
<p><i>To motivate the younger generation to take retail as a career; to understand the technicalities and complexities involved in Retail Management.</i></p> <p><i>To gain a practical understanding of understand the basics of retailing, Planning retail strategy, Managing Merchandise, and managing retail.</i></p>				
COURSE CONTENT / SYLLABUS				
UNIT-I	AN OVERVIEW OF RETAIL			12 hrs.
	The meaning of Retail, Framework of retailing, The importance of developing and applying a retail strategy, Concept of life cycle in retail, Retailing environment, Role and Functions of a retailer, understanding formats in retail, Emerging retail trend, National policy on regulation of organized retail trade, Retail in India.			
UNIT-II	RETAIL STRATEGY AND PLANNING			11 hrs.
	Understanding the retail consumer, Factors influencing retail shopper, Research prior to and after setting up a retail store, Retail strategy: Meaning and steps involved, Retail value chain, Store site selection: Types of retail locations, steps involved in choosing a retail location, Methods of retail expansion.			
UNIT-III	MERCHANDISE MANAGEMENT			11 hrs.
	Basis of retail merchandising, Process of merchandise planning, Methods of merchandise procurement, Retail pricing and evaluating merchandise performance, Category management and Assortment planning, Private labels.			
UNIT-IV	MANAGING RETAIL			11 hrs.
	Retail store operations, Legal and ethical aspects of retail business, Store design and visual merchandising, Servicing the retail customer, Role of technology in retail. Salesmanship: What is Salesmanship?, The psychology of selling, Classification of personal selling approaches, Qualities of a good sales person.			
REFERENCES				
1	Berman, Evans, and Mathur (11 th Edition); Retail management: A strategic approach; Pearson Publication			
2	Swapna Pradhan (4 th Edition), Retailing Management: Text and Cases, Mc Graw Hill.			
3	Kuldeep singh (1 st Edition, 2011); Retail Management in new dimension, Global Vision Publishing House, New Delhi			
4	Dr. A. Mustafa (1 st Edition, 2013); Retail Management, Himalaya Publishing House			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	VOCATIONAL COURSE – II (ANY ONE)			CREDITS	3
Semester	II	INCOME TAX RETURN PREPARATIONS AND E - FILING			HOURS	45
OBJECTIVES	<i>To provide practical knowledge for e-filing of income tax returns</i>					
COURSE CONTENT / SYLLABUS						
UNIT-I	INTRODUCTION					12 hrs.
	Overview of provisions of the Income Tax Act for computation of GTI AND TI of an Individual, Application for PAN, Requirements of PAN, Online application of PAN, E-filing of Income Tax Returns and E-Payment of Income Tax					
UNIT-II	E FILING OF RETURN OF INCOME OF INDIVIDUALS					11 hrs.
	Utility available for preparation of returns, Viewing of tax credit available in form 26AS; Filing of various returns of income for an individual, Filing of returns with digital signatures and without digital signatures.					
UNIT-III	TDS					11 hrs.
	Overview of TDS provisions related with TDS from Salaries and payments other than Salaries					
UNIT-IV	E FILING OF TDS STATEMENTS					11 hrs.
	Application for TAN. E-payments of TDS, Utilities available for preparation of Statements, Preparation of TDS statements, Issue of TDS Certificates, E-filing of TDS Statements. Modes of Transaction: Lecture method and Practical on Computers.					
REFERENCES						
1	Direct Taxes Law & Practice By Dr. Vinod K. Singhania - Dr. Kapil Singhania - TAXMANN Publication					
2	Direct Taxes Law & Practice By Dr. Girish Ahuja - Dr, Ravi Gupta BHARAT Publication					
3	Direct Tax Laws By CA T. N. Manoharan - SINOW WHITE Publication					
4	www.incometaxindia.gov.in					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR		
				2016-2017		
B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)						
YEAR	II	VOCATIONAL COURSE – II (ANY ONE)			CREDITS	3
Semester	II				APPLIED ECONOMIC LAWS	
OBJECTIVES						
COURSE CONTENT / SYLLABUS						
UNIT-I	INTRODUCTION OF ECONOMIC LAWS				12 hrs.	
	Meaning and nature of Economic Laws, difference between laws, rules and regulations, basic framework of an Act, Application and significance of Economic Laws					
UNIT-II	ACTS RELATED TO INDUSTRIAL DEVELOPMENT AND REGULATION				11 hrs.	
	An overview of current Industrial Policy, Regulatory Mechanisms- Companies Act, The Micro, Small and Medium Enterprise Development Act 2006, , Concept of Contract Labour (Regulation and Abolition) Act, 1970, Trade Union Act, 1926					
UNIT-III	COMPETITION AND CONSUMER PROTECTION				11 hrs.	
	Concept of competition, Overview of MRTP Act, Competition Act 2002, Consumer Protection Act, 1986, Essential Commodities Act, 1955, ESMA, Right to Information Act, 2005 Protection of invest, rs- measures taken by SEBI and 1RDA					
UNIT-IV					11 hrs.	
	Use of an Act Procedure for Filing an RTI Application, Procedures and conditions of filing of Complaint under Consumers Protection Act. Environment Clearance Certificate and conditions therein, How to obtain an Exporter Importer Code Number.					
REFERENCES						
1	Economic and Commercial Law C S Pawan Kumar Baid Classic Professional Series					
2	Business Environment Francis Cherunilam HPH Publication.					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	SPECIALIZATION SUBJECT – II (ACCOUNTING AND FINANCE)			CREDITS	3
Semester	II	CORPORATE ACCOUNTING			HOURS	45
OBJECTIVES	<i>To impart working knowledge of Accounting as applicable to Corporate entities</i>					
COURSE CONTENT / SYLLABUS						
UNIT-I	FINAL ACCOUNTS OF JOINT STOCK COMPANY				12 hrs.	
	Preparation and Presentation of Final Accounts in Compliance of Provisions of Companies Act and relevant Accounting Standards					
UNIT-II	Cash Flow Statement				11 hrs.	
	Preparation of Cash Flow Statement as per relevant Accounting Standard Statement of Changes in Financial Position (SCFP) including Statement of Changes in Working Capital					
UNIT-III	Valuation of Goodwill				11 hrs.	
	Meaning-Definition-Factors affecting Goodwill- Determination of Future Maintainable Profits-Normal Rate of Return - Avg. Capital Employed-Methods of Valuation of Goodwill Valuation of Shares: Need for Valuation-Methods of Valuation of Shares					
UNIT-IV	Stock Split and Reverse Stock Split: Accounting Treatment				11 hrs.	
	Liquidation of Joint Stock Company Meaning-Modes of Winding Up- Statement of Affairs-Deficiency/Surplus A/c- Liquidator's Final statement of Accounts-Receiver for Debenture holders-B list of Contributories.					
REFERENCES						
1	Advanced Accounting by Dr. S.N. Maheshwari- Vikas publishing House					
2	Advanced Accounting by Ashok Sehgal-Taxman Publication					
3	Advanced Accounting by M.C. Shukla and T.S. Grewal -Sultan Chand Publication					
4	Modern Accounting by Hanif and Mukherjee-Tata Mc GrawHill Publication					
5	Advanced Accounting by R.L. Gupta and M. Radhaswamy-S.Chand Publication					
6	Students Guide to Accounting Standards-By D.S.Rawat-Taxman Publication					
7	Relevant study material issued by ICAI, ICWAI and ICSI.					
8	Introduction to IFRS by Dr.T.P.Ghosh- Taxman publication					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	II	SPECIALIZATION SUBJECT – II (BANKING AND INSURANCE) INTERNATIONAL BANKING	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I	Dealings with Customer			12 hrs.
	Concept of foreign exchange, Instruments of international remittance, Correspondent bank relationship and accounting mechanism between bank offices, Function of Foreign exchange dealer, Foreign exchange dealings, quotations, Application of principals of Valuer Compensee & maxim in determining appropriate rate of exchange, Categories of rates of exchanges, Spot and forward rates of exchange, Open & square position of a dealer, Foreign currency deposit accounts.			
UNIT-II	Foreign Exchange Dealings			11 hrs.
	Foreign exchange risk management, Types of risks- exchange, interest, liquidity, political etc, Foreign exchange dealings: Swap, arbitrage, leads & lags and hedging operation of dealer, Foreign exchange arithmetic and practical examples, Foreign Exchange Management Act, 1999.			
UNIT-III	Banks and international trade			11 hrs.
	Financing of imports and exports by banks; Mechanism & Procedures, Sales & payment terms in foreign trade (INCO terms), Role & Policies of ECGC in promoting exports from India. Role & Policies of EXIM bank in financing and promoting foreign trade, Balance of trade and payments, Measures to correct imbalances in Balance of Payments.			
UNIT-IV	Foreign exchange markets and international financial institution			11 hrs.
	Features of Foreign exchange markets, Euro-dollar market, Convertibility of rupee on current and capital account, Role of international financial institution in promoting international development and liquidity, IMF, WORLD BANK, IDA, IFC, ADB.			
REFERENCES				
1	Finance of Foreign Trade and Foreign Exchange by B K Chaudhary, Published by Himalaya Publishing House			
2	An Introduction to Global Financial Market by Stephen Valdez with Julian Wood Published by Palgrave Macmillan			
3	Foreign exchange practice, Concept, & Control by C. Jeevanandam Published by Sultan Chand & Sons.			
4	Foreign exchange markets by Surendra S Yadav, P K Jain Published by Macmillan Pvt. Ltd			
5	Foreign exchange by VV Keshkamat Published by Vikas Publishing House.			
6	International Banking; Indian institute of banking and finance, Published by Macmillan			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	SPECIALIZATION SUBJECT – II (ECONOMIC PLANNING AND POLICIES)			CREDITS	3
Semester	II	THEORIES OF GROWTH AND DEVELOPMENT			HOURS	45
OBJECTIVES						
COURSE CONTENT / SYLLABUS						
UNIT-I		MEANING OF DEVELOPMENT AND RELEVANT CONCEPTS				12 hrs.
		Distinction between growth and development, Human Development, Human Development Index, Gender Development Index, Environmental sustainability and development				
UNIT-II		THEORIES OF GROWTH AND DEVELOPMENT				11 hrs.
		Rostow's Stages of growth, Harrod-Domar Growth Model, and Lewis' model of unlimited supplies of Labour				
UNIT-III		CONTEMPORARY MODELS OF DEVELOPMENT AND UNDERDEVELOPMENT				11 hrs.
		Theories of Balanced and Unbalanced Growth, the Big push theory and Liebenstein's Theory of Critical Minimum Efforts				
UNIT-IV		POVERTY, INEQUALITY AND DEVELOPMENT				11 hrs.
		Measurement of poverty - Absolute and Relative; Head-Count Index and Below Poverty Line, Manpower Planning, Strategy of Manpower Planning, Future Manpower Requirements.				
REFERENCES						
1	Jhingan.M.L. (2012)- The Economics of Development and Planning, 40th Edition, Vrinda Publications.					
2	Lokanathan, V (2012)- Economic Analysis, S. Chand Publications					
3	W. Arthur Lewis(1966)- The essentials of economic policy George Allen and Unwin Ltd.					
4	Aganvai A. N. -• Indian Economy - Wishwa Prakashan, New Delhi.					
5	Dhingra I C (2006), The Indian Economy: Environment and Policy, Sultan Chand, New Delhi.					
6	Dutt R and K P M Sundaram (2006) Indian Economy, S Chand & Company, Delhi.					
7	India Development Report- Oxford University Press.					
8	H.L. Ahuja (2012)- Advanced Economic Theories					

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017	
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)				
YEAR	II	SPECIALIZATION SUBJECT – II (ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT)	CREDITS	3	
Semester	II		ENTREPRENEURSHIP AND FAMILY BUSINESS	HOURS	45
OBJECTIVES					
<i>To realize the importance and contribution of family businesses to our society and economy; to address the mindset required to tackle this tremendously challenging and rewarding pursuit; those owning one, for them to develop a better understanding of the enterprise.</i>					
COURSE CONTENT / SYLLABUS					
INTRODUCTION TO FAMILY BUSINESS					
UNIT-I	Meaning of Family Business, Types of Family Business, Family Business in India: A historical perspective, Advantages / Disadvantages of Family Business, Enterprising mindset and method, The six dimensions for Family Enterprising, Major challenges faced by Family Businesses in India, Making Family Business more effective.				12 hrs.
FAMILY BUSINESS DYNAMICS					
UNIT-II	Family Business people, Family Business systems, Growing complexity of Family Business life cycles, Articulating values and a shared vision, Ingredients of successful plan, Unifying plans, processes, and structure				11 hrs.
HUMAN RESOURCE MANAGEMENT AND LEADERSHIP PERSPECTIVE					
UNIT-III	To join or not to join, The importance of outside experience, Working in the business, Establishing a well developed and effective working board, Family governance: Setting the process, structure, and Getting the structure working, Professional advisers and consultants				11 hrs.
MANAGEMENT SUCCESSION AND CONTINUITY					
UNIT-IV	Family owned business, The Management succession issue – Key factors in succession, Developing a succession strategy, Selecting the right successor, Preparing Next Generation managers and leaders, Harvest strategy				11 hrs.
REFERENCES					
1	Peter Leach; Family Businesses: The Essentials; Profile Books Ltd. London				
2	S.S. Khanka; Entrepreneurial Development; S Chand				
3	Donald Kuratto and Richard Hodgetts; Entrepreneurship: Theory				
4	Jeffry Timmons and Stephen Spinelli; New Venture Creation (Entrepreneurship for the 21 st Century); Tata McGraw – Hill				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017		
YEAR II	SPECIALIZATION SUBJECT – II (GLOBAL ECONOMY AND INTERNATIONAL BUSINESS) GLOBAL BUSINESS ENVIRONMENT	CREDITS	3
Semester II		HOURS	45
OBJECTIVES	<i>To acquaint the students with the various global business environment, global competitiveness, global investment as well as global trade and payment.</i>		
COURSE CONTENT / SYLLABUS			
UNIT-I	Global Business and its Environment	12 hrs.	
	Significance, Nature and Scope of Global business; Overview of global business; Environment of Global business; Economic environment, political and Regulatory environment, Demographic environment, Socio/Cultural Environment, Geographic environment		
UNIT-II	Global Competitiveness	11 hrs.	
	Determinants of Competitiveness; Competitive advantages of Nations- factor conditions; demand conditions; related and supporting industries; role of government and chance; Technology and global competitiveness IT revaluation and Global Business Environment, impact of technology or» Globalization, sources of technology adaption.		
UNIT-III	Global Investment	11 hrs.	
	Global Investment- Types of Global Investment, Significance .Factor affecting Global Investment; foreign investment by Indian companies; Merger and Acquisitions		
UNIT-IV	Global Trade and Payments	11 hrs.	
	Balance of Payments; Trade and BOP of India; Global Economic Institution- IMF, World Bank, Asian Development Bank, WTO		
REFERENCES			
1	Bo Sodersten and Geoffrey Reed, International Economics.		
2	Francis Cherunilam: International Business Environment		
3	P.T. Ellsworth and J. Clark Leith, The International Economy, New York, Macmillan publishing Co.		
4	Franklin R. Root, International Trade and Investment, Cincinnati, Ohio, South Western Pub.		
5	Dominick Salvatore, International Economics, New York Macmillan Publishing Co.		
6	Charles Mitchell, International Business Culture, California, World Trade Press		
7	John Naisbitt, The Global Paradox, London, Nicholas Brealey Publishing.		


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	II	SPECIALIZATION SUBJECT – II (HUMAN RESOURCE MANAGEMENT)	CREDITS	3
Semester	II	STRATEGIC HUMAN RESOURCE MANAGEMENT	HOURS	45
OBJECTIVES	<p><i>To appreciate the role of hr in strategy formulation given the global scenario.</i></p> <p><i>To familiarize with various HR Strategies followed by different organizations and experiences.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO STRATEGIC HUMAN RESOURCE MANAGEMENT			12 hrs.
	Definition and components of SHRM, VRIO framework, objectives of SHRM, SHRM v/s HRM, Strategic fit: Conceptual framework. Strategic Role of HRM and HR Competencies			
UNIT-II	S- HRM PRACTICE			11 hrs.
	SHRM Environment, Steps in Developing HR Strategy, HR Evaluation			
UNIT-III	FUNCTIONAL STRATEGIES-I: RESOURCING, RETENTION & DEVELOPMENT			11 hrs.
	Resourcing: Strategic HR planning, Strategies for developing employment relationship.			
	Retention: Employee retention strategies, Strategic role of team leaders in retention of talent, LFO, employee engagement.			
UNIT-IV	FUNCTIONAL STRATEGIES-II: PERFORMANCE MANAGEMENT, COMPENSATION & EMPLOYEE RELATIONS			11 hrs.
	Performance Management: Objectives of PMS, developing PMS, strategic linkage of performance management.			
	Compensation: Determinants of compensation and rewards, Approaches, Business strategy and compensation.			
Employee Relations: Employee Relations strategy, managing work life balance for better employee relations, Mentoring				
REFERENCES				
1	Strategic HRM by Tanuja Agarwala- Oxford University Press			
2	Strategic HRM by S.K. Bhatia- Deep & Deep Publications Pvt. Ltd.			
3	Strategic HRM by Charles Geer			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	II	SPECIALIZATION SUBJECT – II (MARKETING MANAGEMENT)			CREDITS	3
Semester	II	SALES AND DISTRIBUTION MANAGEMENT			HOURS	45
OBJECTIVES						
<p><i>To provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution; to pay special emphasis on the practising manager's problems and dilemmas etc.</i></p> <p><i>To develop skills critical for generating, evaluating and selecting sales and distribution strategies.</i></p>						
COURSE CONTENT / SYLLABUS						
UNIT-I		SALES MANAGEMENT				12 hrs.
		Definition – Sales Vs Marketing, Scope of Sales Management – Objectives & Functions of Sales Department, Sales Forecasting Methods – Sales Planning and Control				
UNIT-II		SALES ORGANIZATION AND DEVELOPING THE SALES FORCE				11 hrs.
		Sales Department Organization, Role and Functions of Sales Manager, Salesmanship and Selling Process.				
UNIT-III		Recruiting, Selection, Training of Sales Force, Work Assignment, and Routing, Motivation, compensation to Sales Force and Controlling, Salesmanship and Selling Process.				11 hrs.
UNIT-IV		DISTRIBUTION CHANNELS				11 hrs.
		Definition and Importance of Physical Distribution, Marketing Channels: Definition and Importance, Different Forms of Channels, Functions of Marketing Channel, Unconventional Channels, Channels for Consumer Goods, Channel Selection Process.				
REFERENCES						
1	Tapan K. Panda, Sunil Sahadev – Sales And Distribution Management – Oxford Publishing, India					
2	Still, Cundiff, Govoni – Sales Management: Decisions, Strategies & Cases – Prentice Hall, India.					
3	Anderson R, Professional Sales Management – Englewood Cliff, New Jersey, Prentice Hall, India.					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017	
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)				
YEAR	II	SPECIALIZATION SUBJECT – II (RURAL ENTREPRENEURSHIP AND MANAGEMENT) RURAL DEVELOPMENT INTERVENTIONS	CREDITS	3	
Semester	II		HOURS	45	
OBJECTIVES					
		<i>To make the students conversant with the Government and other institutions interventions for Rural Development.</i>			
COURSE CONTENT / SYLLABUS					
		RURAL DEVELOPMENT			
UNIT-I	Definition, objectives, Significance, Rural Development under the Five Year Plan, Issues in Rural Development			12 hrs.	
		NATURE AND ESTIMATES OF POVERTY AND UNEMPLOYMENT IN INDIA			
UNIT-II	Programmes for Rural Development – Jawahar Rojgar Yojana. Sampoorna Grameen Rojgar Yojana, Swarna Jayanti Gram Swarojgar Yojana			11 hrs.	
		POLICIES AND PROGRAMMES FOR STRENGTHENING AGRICULTURE SECTOR			
UNIT-III	Land tenure system, Size of farm and productive efficiency. Problem of sub-division and fragmentation of land holding; Need, Scope and Critical Analysis of land reform programmes			11 hrs.	
		NEW AGRICULTURE STRATEGY AND MODERNIZATION OF AGRICULTURE			
UNIT-IV	Meaning, Features, Achievements and Criticisms: New thrust areas in agriculture, Agriculture under the Five-year plans.			11 hrs.	
REFERENCES					
1	Mathur BL: Rural Development and Cooperation				
2	Ruddar Datt and KPM Sundharam: Indian Economy				
3	Vasant Desai: Rural Development in India				


SYLLABUS
T.Y.B. COM (HONOURS)
(Semester I and Semester II)


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	CORE COURSE INDIAN ECONOMIC STRUCTURE	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	To give a broad understanding to the students regarding the structure of the Indian Economy and her challenges to the development.			
COURSE CONTENT / SYLLABUS				
UNIT-I	STRUCTURE OF THE ECONOMY			12 hrs.
	Meaning, Definition and Characteristics of Developing Economy. Structure of the Economy: Meaning and Sectoral Relations. Changing Trends in National Income and Employment. Foreign Trade: Meaning, Composition and Direction.			
UNIT-II	PRIMARY SECTOR			11 hrs.
	Meaning, Features, Components and Importance of Primary Sector. Trends in Production and Productivity of Major Crops, Factors responsible for Low Agricultural Productivity Relevance of Allied Activities. Rural Credit and Agricultural Marketing.			
UNIT-III	SECONDARY SECTOR			11 hrs.
	Meaning, Features, Components and Importance of Secondary Sector. Productivity Trends of Major Industries, Factors Affecting Industrial Growth in India. Deficiencies in Industrial Growth and Suggestions for Rapid Industrial Growth			
UNIT-IV	TERTIARY SECTOR AND INFRASTRUCTURE			11 hrs.
	a. Meaning, Features, Components and Importance of Tertiary Sector. b. Meaning and Importance of Infrastructure c. Transportation, Communication, Energy d. Health and Education			
REFERENCES				
1	Gaurav Datt and Ashwani Mahajan. <i>Indian Economy</i> . S. Chand. 69 th Edition.			
2	Ishwar C. and Dhingra. <i>Indian Economy: Environment and Policy</i> . Sultan Chand and Sons.			
3	M. L. Jhingan. <i>The Economics of Development and Planning</i> . Vrinda Publications. 40 th Edition.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	CORE COURSE INTERNATIONAL TRADE AND FINANCE	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To provide basic understanding of international trade concepts to students and to enable them with the institutional problems of international market and finance.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO INTERNATIONAL TRADE			12 hrs.
	Nature and Significance of International Trade. Theories of International Trade – Classical Theory: Comparative Cost Advantage-Ricardo; Neo-Classical Theory: Opportunity Cost Theory- Haberler			
UNIT-II	MODERN THEORIES OF INTERNATIONAL TRADE AND TERMS OF TRADE			11 hrs.
	Modern Theory: Heckscher-Ohlin theorem, New Trade Theory-Paul Krugman Offer curve and Offer Curve Technique-J.S Mill, Marshall and Edgeworth. Terms of Trade – Concepts, Factors affecting Terms of Trade, Size of Gains from Trade. Free Trade versus Protectionism			
UNIT-III	FOREIGN EXCHANGE AND BALANCE OF PAYMENTS ANALYSIS			11 hrs.
	Foreign Exchange Rate Determination, Types of Foreign Exchange Rates, Exchange Rate Systems – Automatic Mechanism with Flexibility in Exchange Rate, Controlled Floating Exchange Rate: Adjustable Peg, Clean and Dirty Float Balance of Payments Analysis: Meaning, Components, Deficit Adjustment Mechanism–Automatic Adjustment Mechanism, Direct Controls, Devaluation			
UNIT-IV	INTERNATIONAL LIQUIDITY AND FOREIGN INVESTMENT			11 hrs.
	International Liquidity: Problems and Solutions, IMF, WB, Euro Currency Market FDI- Meaning and Impact			
REFERENCES				
1	H. G. Mannur – International Economics			
2	Francis Cherunilam - International Economics			
3	D. M. Mithani – Introduction to International Economics			
4	M. C. Vaish and Sudaman Singh – International Economics			
5	M. L. Jhingan – International Economics			
6	Bo Sodestern – International Economics			
7	Miltiades Chacholiades- International Economics			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	CORE COURSE RURAL INSTITUTIONS	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To impart knowledge, develop skills and orientation towards rural scenario in India.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Rural Development Administration: Ministry of Rural Development, Organization structure of District Administration-District Rural Development Agency, its salient features, working- District Industries centre			12 hrs.
UNIT-II	Panchayati Raj Institutions: history – structure – present scenario. Rural – E Governance through the Panchayati Raj Institution			11 hrs.
UNIT-III	Role of Voluntary agencies Non government Organisations (working particularly in Rural India). Aims and objectives IT Kiosks in villages (through leading Indian IT & telecom companies)			11 hrs.
UNIT-IV	Rural development institutions – 1. National Council of Rural Institution (NCRI): Origin, model, objective & thrust 2. NABARD 3. IRMA – Anand 4. Institute of Integrated Rural development. 5. National Institute of Rural Development 6. Khadi and village industries commission			11 hrs.
REFERENCES				
1	Ahuja R. – Indian Social System			
2	G. Palanithurai – Dynamics of new Panchayati Raj System in India			
3	Mathur M.V. – Panchayati Raj Administration			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017				
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)	
YEAR	III	VOCATIONAL COURSE - III		CREDITS	3
Semester	I	CORPORATE SOCIAL RESPONSIBILITY		HOURS	45
OBJECTIVES					
<i>To understand the importance and changing dimensions of corporate social responsibility.</i> <i>To familiarize with the role of corporate in discharging their role towards society.</i>					
COURSE CONTENT / SYLLABUS					
UNIT-I	Understanding corporate responsibility - Evolution of company and CSR, theoretical perspective - CSR Theories, Corporate community involvement and CSR				12 hrs.
UNIT-II	- Role of various Institutions in CSR. - Creating CSR framework - Framework for rating CSR.				11 hrs.
UNIT-III	- Sustainable Development and challenges. CSR and environment responsibility. - The Indian Saga, Consumers as drivers of CSR. -CSR and employees				11 hrs.
UNIT-IV	- CSR in developing countries - Global CSR - Future perspectives of CSR				11 hrs.
REFERENCES					
1	Madhumita Chatterjee – Corporate Social Responsibility – Oxford University press				
2	The Oxford handbook of CSR- Oxford university press.				
3	Corporate Social Responsibility – Subhabrata Bobby Banerjee- Elgar Online				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR		
				2016-2017		
B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)						
YEAR	III	SPECIALIZATION SUBJECT – III (BANKING & INSURANCE)			CREDITS	3
Semester	I				BANK CREDIT	
OBJECTIVES						
COURSE CONTENT / SYLLABUS						
UNIT-I	BANK ADVANCES				12 hrs.	
	Establishing bank lending policies under changing environments-monetary and credit policy of RBI, Principles of sound lending, various types of borrowers and credit facilities provided by banks. Types of securities, attributes of a good security and methods of creating charge over securities. Bank documentations in respect of various types of borrowers and securities					
UNIT-II	PROJECT FINANCING				11 hrs.	
	Broad aspects of project appraisal and credit decision. Assessment of working capital. Break-even analysis and capital budgeting. Financial ratios and their implications. Credit Monitoring arrangements & compliance parameters. Non-performing assets, Provisioning norms, Recall & recovery of Advances and seizure.					
UNIT-III	CREDIT RISK RATING				11 hrs.	
	Definition, importance, factors determining credit risk, uses of credit risk rating and various tools. RBI guidelines.					
UNIT-IV	OTHER ADVANCES				11 hrs.	
	Bank Guarantees – features and types. RBI guidelines on guarantees and Co-acceptances. consortium financing, Industrial sickness, Priority sector lending					
REFERENCES						
1	Practical Banking Advances by H L Bedi&V V Hardikar, Sultan Chand & Sons					
2	Bank Credit management by G Vijay Raghavan, Published by Himalaya Publication.					
3	Financial Analysis for Bank lending in Liberalized Economy by S PSingh & S Singh, Himalaya Publishing House					
4	Bank Credit; emerging trends Edited by KaturiNageswara rao published by ICFAI					

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	III	SPECIALIZATION SUBJECT – IV (BANKING & INSURANCE) INSURANCE SERVICES	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I	Business Environment and Insurance			12 hrs.
	Social responsibilities of insurance and its emerging need in India. - Components of business environment influencing insurance business in India viz; the economic, financial, demographic and social, taxation, legal and regulatory environment. - Role of insurance sector in promotion and development of Indian economy. - Pre and post nationalization insurance scenario in India. - Present Business scenario and growth of insurance industry in India.			
UNIT-II	INSURANCE PRODUCTS			11 hrs.
	Life Insurance products in India: Term insurance, Whole life insurance, Endowment insurance, group insurance, annuities, - Unit linked policies. Riders, premium calculation, concept of surrender value, claims: death and maturity claims, assignment and nomination of policies. - General insurance products in India: Fire insurance policies: Standard fire insurance policy and special peril policy. - Marine insurance policies and products. Misc. insurance policies.			
UNIT-III	INSURANCE MARKETING IN INDIA			11 hrs.
	Introduction, Special Features, Need, Objectives and Scope - Marketing mix in insurance industry - Marketing strategies of selected Insurance players - Features, merits. - Difference between sales & marketing/strategies of different insurance companies.-Double Insurance, Re-insurance and Co-insurance. - Marketing Intermediaries: Need & role of intermediaries, various types – agents, brokers and banks, current scenario.			
UNIT-IV	BANC ASSURANCE			11 hrs.
	Evolution of Banc assurance and its merits for banks and customers, Banc assurance models and present scenario in India, Marketing and issues in Banc assurance.			
REFERENCES				
1	Insurance; Fundamentals, Environment & Procedures by Bodla, MC Garg, K.P. Singh, Deep & Deep Publications Pvt. Ltd. New Delhi.			
2	Insurance products & Services Published by Indian Institute of Bankers. Published by			
3	Taxmann's.			
4	Publications of Insurance Institute of India & ICAI University, Hyderabad.			
5	Indian Institute of Bankers .Insurance Products and services by, Publishers by Taxmann's .			
6	Taxmann's 2005Insurance Law Manual by Taxmann's allied services Pvt. Ltd.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – III (ECONOMIC PLANNING & POLICIES) PUBLIC FINANCE	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	To provide fundamental knowledge about public finance so as to enable the students to have understanding about the role of government policy.			
COURSE CONTENT / SYLLABUS				
UNIT-I	NATURE AND SCOPE OF PUBLIC FINANCE			12 hrs.
	Government Activity in a Modern State- the Principle of Maximum Social Advantage, Public (Social) Goods- Mixed and Merit Goods, Functions of Public Finance- Allocative, Distributive, Stabilization and Development Functions			
UNIT-II	SOURCES OF GOVERNMENT REVENUE			11 hrs.
	Types of Taxes, Principles of Taxation, Incidence of Taxation, Effect of Taxation on Production and Distribution of Goods Public Expenditure: Principles, Classification and Growth of Public Expenditure, Effect of Public Expenditure on Production, Distribution and Employment			
UNIT-III	PUBLIC DEBT			11 hrs.
	Types of Public Debt, Burden of Public Debt and its Effect on the Economy Fiscal Policy, Role of Fiscal Policy in a Developing Economy.			
UNIT-IV	BUDGETS			11 hrs.
	Components of Budget - Balanced and Deficit Budget - Their Effects on the Economy - Role of Finance Commissions and the Planning Commission in the Devolution of Financial Resources			
REFERENCES				
1	H.L.Bhatia: Public Finance			
2	H.Dalton: Principles of Public Finance			
3	T.L.Hajela: Public Finance			
4	R.K.Lekhi: Public Finance			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – IV (ECONOMIC PLANNING & POLICIES) INDUSTRIAL ECONOMICS	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I	Industrialization - Meaning, concept and definition of Industrialization - Role of Industrialization - Shortcomings of Industrialization - Factors hampering Industrialization Industrial Location - Concept of Industrial Location-Factors affecting Industrial Location - Max. Weber’s Theory of Industrial Location - Sargent Florence’s Theory of Industrial Location			12 hrs.
	Market Structure - Meaning of Market and Market Power - Market Conduct and Performances Technological Innovation - Concept, Process & Measurement of Innovation Activities - The Theory of Technological Innovation			
UNIT-II	Size of Optimum Industrial Unit - Measurement of the size of Industrial Unit - Factors for measuring the Size of Industrial Unit - Optimum Size and Factors determining Optimum Size Diversification, Vertical Integration and Merger - Definitions and Motives of Diversification, Vertical Integration and Merger - Measurement Approaches.			11 hrs.
	Industrial Productivity Meaning, Concept, Types and Significance of Industrial Productivity Measurements and Problems in Measurements of Industrial Productivity Determinants of Industrial Productivity Industrial Efficiency and Profitability Concept of Industrial Efficiency-Determinants and Measurements of Efficiency levels Concept and Measurements of Industrial Profitability -Determinants of Industrial Profitability.			
UNIT-III	Industrial Productivity Meaning, Concept, Types and Significance of Industrial Productivity Measurements and Problems in Measurements of Industrial Productivity Determinants of Industrial Productivity Industrial Efficiency and Profitability Concept of Industrial Efficiency-Determinants and Measurements of Efficiency levels Concept and Measurements of Industrial Profitability -Determinants of Industrial Profitability.			11 hrs.
	Industrial Productivity Meaning, Concept, Types and Significance of Industrial Productivity Measurements and Problems in Measurements of Industrial Productivity Determinants of Industrial Productivity Industrial Efficiency and Profitability Concept of Industrial Efficiency-Determinants and Measurements of Efficiency levels Concept and Measurements of Industrial Profitability -Determinants of Industrial Profitability.			
REFERENCES				
1	Industrial Economy of India S.C. Kuchhal			
2	Structure of Indian Industries M.M. Mehta			
3	Industrial Economy of India S.S.M. Desai & Nirmal Bhalerao			
4	Industrial Economics R.R. Berthwal			
5	Indian Economy Rudradutta & Sundaram			
6	Indian Economy Mishra & Puri			


7	Indian Industrial Economy Sivayya & Das
8	Industrial Economics Francis Cherunilam (Indian Perspective)
9	Industrial Economy of India Gadgil P. G. and Gadgil
10	Industrial Organisation in India Lokanathan P. S.
11	Industrial Relations A.M. Sharma


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – III (ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT) RURAL AND SOCIAL ENTREPRENEURSHIP	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<p><i>Identify and apply practical solutions to social problems through innovations, networking and new business opportunities.</i></p> <p><i>Innovate new products, new services or a new approach to a social problem.</i></p> <p><i>Show a strong determination which inspires them to take calculated moderate risks by starting and managing their own for profit social enterprise.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO RURAL ENTREPRENEURSHIP			12 hrs.
	Meaning – Need for rural entrepreneurship – Rural entrepreneurship / Industrialization in Retrospect – Problems of rural entrepreneurship – Developing rural entrepreneurship – NGOs and rural entrepreneurship – Training and development of rural entrepreneurs			
UNIT-II	SUPPORT MECHANISM TO PROMOTE RURAL ENTREPRENEURSHIP			11 hrs.
	Entrepreneurship Development programmes (EDPs): Need for EDPs, Objectives of EDPs, Course content and curriculum of EDPs, Phases of EDPs, Evaluation of EDPs. Institutional support to small entrepreneurs: District Industries Centre (DICs), KVIC, National Small Industries Corporation (NSIC), Small Industries Development Organisation (SIDO), Small Scale industries Board (SSIB), Technical Consultancy Organisations (TCOs), National Bank for Agricultural and Rural Development (NABARD) Financial Institution for Entrepreneurs: Commercial banks, and Other financial institutions Government Policy: Self-employment Programmes, Entrepreneurship in self employed with and without SHGs.			
UNIT-III	INTRODUCTION TO SOCIAL ENTREPRENEURSHIP			11 hrs.
	Defining Social Entrepreneurship – The Perspective of Social Entrepreneurship - Profile of a social entrepreneur – The socio-economic context of a social entrepreneur – Social entrepreneurship in practice			
UNIT-IV	PLANNING AND MANAGING A SOCIAL ENTERPRISE			11 hrs.
	Entrepreneurial motivation - Business opportunity identification and selection - Business plan preparation and obtaining finance – Social enterprise business models - Governance of social enterprise, Social audits			
REFERENCES				
1	S.S. Khanka; Entrepreneurial Development; S Chand, New Delhi, Reprint 2013			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – IV (ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT) ENTREPRENEURIAL CREATIVITY AND INNOVATION	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To understand that creativity and innovation are an integral part of entrepreneurship. To understand how entrepreneurs can enhance their own creativity.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	THE ENTREPRENEURIAL MIND: CONVERTING IDEAS INTO REALITY			12 hrs.
	Creativity, Innovation, and Entrepreneurship – Creativity: A necessity for survival – Creative thinking – Barriers to creativity – How to enhance creativity – Creative process - Techniques for improving creativity.			
UNIT-II	CREATIVITY AND BUSINESS IDEA			11 hrs.
	Creativity and Business Idea - Creativity v/s Innovation - Sources of new ideas – Methods of generating new ideas – Creative problem solving – Product planning and development process – E-commerce and Business Start up.			
UNIT-III	DEVELOPING SUCCESSFUL BUSINESS IDEAS			11 hrs.
	The Role of Ideas – Pattern Recognition - Identifying and Recognizing Opportunities – Finding Gaps in the market place – Encouraging and protecting new ideas.			
UNIT-IV	FEASIBILITY ANALYSIS AND CRAFTING A WINNING BUSINESS PLAN			11 hrs.
	Conducting a Feasibility Analysis – Why develop a business plan – The elements of a business plan – What lenders and investors look for in a business plan – Business plan format – Making the business plan presentation.			
REFERENCES				
1	Thomas W. Zimmerer and Norman M. Scarborough with Doug Wilson; Essentials of Entrepreneurship and Small Business Management; Eastern Economy Edition, 5 th Edition.			
2	Bruce R. Barringer and R. Duane Ireland; Entrepreneurship (Successfully Launching new ventures); Pearson, 3 rd Edition.			
3	Jeffry Timmons and Stephen Spinelli; New Venture Creation (Entrepreneurship for the 21 st Century); Tata McGraw – Hill, 7 th Edition			
4	Vasant Desai; The Dynamics of Entrepreneurial Development and Management; Himalaya Publishing House Pvt. Ltd., Edition 2014			
5	Robert Hisrich, Michael Peters and, Dean Shepherd; Entrepreneurship; TATA McGraw Hill, 6 th Edition			
6	David Holt; Entrepreneurial Development; (PHI).			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – III (HUMAN RESOURCE MANAGEMENT)	CREDITS	3
Semester	I	CHANGE MANAGEMENT & ORGANISATION DEVELOPMENT	HOURS	45
OBJECTIVES				
<p><i>Developing a basic understanding and appreciation for the issues and conditions creating the need for change in today's organisations'.</i></p> <p><i>To orient students on the application of key concepts and interventions of OD to improve effectiveness.</i></p>				
COURSE CONTENT / SYLLABUS				
UNIT-I	UNDERSTANDING ORGANISATIONAL CHANGE 1			12 hrs.
	<ul style="list-style-type: none"> - Understanding Nature of organizations, Nature & Types of change. - Process of organizational change - Factors causing change in organizations 			
UNIT-II	UNDERSTANDING ORGANISATIONAL CHANGE 2			11 hrs.
	<ul style="list-style-type: none"> - Planned change models. Resistance to change. -Guidelines for facilitating change, Change management & TQM -Attitude change 			
UNIT-III	ORGANISATIONAL DEVELOPMENT			11 hrs.
	<ul style="list-style-type: none"> -Meaning, Components and characteristics of OD. -Historical development of OD. Values, Assumptions and beliefs in OD -OD Process. Future of OD. 			
UNIT-IV	ORGANISATIONAL DEVELOPMENT INTERVENTIONS			11 hrs.
	<ul style="list-style-type: none"> -Meaning and nature of OD interventions. -Team interventions, techno structure interventions, intergroup and third party Peace-making interventions, Comprehensive interventions. 			
REFERENCES				
1	Nilkant V. Managing organizational change- Sage Publications, Chennai.			
2	French & Bell – organizational development, Prentice Hall of India			
3	Cummings & Worley – Organizational development and change- Thomas South Western			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – IV (HUMAN RESOURCE MANAGEMENT) INDUSTRIAL RELATIONS AND LABOUR LAWS	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<p><i>To understand the dynamics for maintaining better industrial relations among workers, management and government.</i></p> <p><i>To familiarize with various labour laws with reference to India and their role in maintaining better industrial relations.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO INDUSTRIAL RELATIONS			12 hrs.
	Definition, concept, features of IR. Role of parties to IR. Evolution (in brief) Approaches to IR. Impact of LPG on IR. Problems of IR. ILO			
UNIT-II	PREVENTION OF INDUSTRIAL DISPUTES			11 hrs.
	Grievance settlement, Discipline: Domestic Enquiry. Collective bargaining Dispute settlement Machinery.			
UNIT-III	LABOUR LAWS-I			11 hrs.
	Meaning and need for labour laws in India. Laws pertaining to health, welfare and safety. The EPF Act, 1952. Employees' Compensation Act.			
UNIT-IV	LABOUR LAWS-2			11 hrs.
	The ESI Act, 1948 Payment of Gratuity Act. Maternity benefits Act. The Industrial Employment (Standing Orders) Act, 1946.			
REFERENCES				
1	A.M. Sharma – Industrial Relations			
2	K.K. Ahuja - Industrial Relations theory and Practice.			
3	C.B. Mamoria – Industrial Relations.			
4	Khanka – Labour laws			
5	M.N. Arora – Labour Laws			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – III (MARKETING MANAGEMENT) SERVICE MARKETING	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Understanding Services Phenomenon; Growth of Services Sector; Role of services in Economy; Concept, Characteristics and Classification of services; Marketing Mix in Service Marketing; Customer behaviour in Service Settings; Targeting Customers, Managing Relationships and building Loyalty			12 hrs.
UNIT-II	Stages of Service Consumption and Consumer Behaviour, Managing Customer Expectations and Service Experiences.			11 hrs.
UNIT-III	Developing Services, Place-Service distribution, components of service delivery system, problems associated with services delivery, Pricing of Services.			11 hrs.
UNIT-IV	Promotion- Advertising, Sales Promotion & Personal Selling in service industry. People-Importance of people in service marketing. role of various people involved. Physical Evidence-concept of Physical Evidence, importance, types of Physical Evidence in various services Process-concept, types of process, Role of process in various services.			11 hrs.
REFERENCES				
1	Shanker, R, Services Marketing – The Indian Perspective, Excel Books, New Delhi.			
2	Lovelock, Christopher, Services Marketing – People, Technology, & Strategy, Pearson Education., New Delhi.			
3	Shajahan, S, Service Marketing - Concept, Practices & Cases, Himalaya Publishing House, Mumbai.			
4	Venugopal, Vasanthi & Raghu, Services Marketing, Himalaya Publishing House, Mumbai			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	III	SPECIALIZATION SUBJECT – IV (MARKETING MANAGEMENT)			CREDITS	3
Semester	I	INTERNATIONAL MARKETING			HOURS	45
OBJECTIVES						
COURSE CONTENT / SYLLABUS						
UNIT-I	Concept of International Marketing and its scope, Objectives of International Marketing Challenges and opportunities in International Marketing, Underlying forces of International Marketing, Motives behind going International					12 hrs.
UNIT-II	Global Marketing Environment—Economic Environment, Socio cultural Environment, Legal and statutory framework, Need for Environmental analysis, Country Risk Analysis					11 hrs.
UNIT-III	International Pricing, Decisions and factors influencing these decisions Uniform pricing V/s Market by market pricing.					11 hrs.
UNIT-IV	Introduction to physical channels of distribution for International Markets, Difficulties in designing International Distribution channels.					11 hrs.
REFERENCES						
1	International Marketing by Cateora, Gilly and Graham, Mc Graw Hill.					
2	Global Marketing Management by Warren Keegan, Prentice Hall.					
3	Global Marketing Strategies by Jean Pierre Jeannet, Jaico Publishing House.					
4	International Marketing Management by Subhash Jain, PWS Kent Publishing House					

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – III (RURAL ENTREPRENEURSHIP & MANAGEMENT) RURAL FINANCIAL INSTITUTIONS	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To impart knowledge about the importance, need and sources of rural credit.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Need and importance of rural finance, Sources of rural credit, Defects of non-institutional credit, Salient features and characteristics of rural finance, Institutional arrangement for rural credit in India - Multi Agency Approach			12 hrs.
UNIT-II	The role and functions of Reserve Bank of India [RBI], National Bank for Agriculture and Rural Development [NABARD] and Small Industries Development Bank of India [SIDBI] in rural credit			11 hrs.
UNIT-III	Role of Commercial Banks in Agriculture Credit - Social control over commercial banks, Lead Bank Scheme, Service Area Approach, Problems of commercial banks in rural credit; Grameen Vikas Kendra			11 hrs.
UNIT-IV	Regional Rural Banks - Objectives, Functions, Capital, Management, and Progress, Committees on RRBs, Problems of RRBs and Recent policy changes relating to RRBs; Rural credit cooperatives – structure, functions, working, problems & recent trends			11 hrs.
REFERENCES				
1	Desai S.S.M: Agriculture and Rural Banking in India			
2	Hajela. T.N.: Principles, Problems and Practice of Cooperation			
3	RuddarDatt and KPM Sundharam: Indian Economy			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZATION SUBJECT – IV (RURAL ENTREPRENEURSHIP & MANAGEMENT) RURAL ENTREPRENEURSHIP AND MANAGEMENT	CREDITS	3
Semester	I		HOURS	45
OBJECTIVES	<i>To provide the understanding on various prospects and issues related to rural entrepreneurship and management.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Entrepreneurship in Rural India-An Introduction Rural Entrepreneurship-A Unique Emerging Concept Skills for Making Rural Entrepreneurship a Success Significance of entrepreneurship in Economic development & Barriers to entrepreneurship			12 hrs.
UNIT-II	Government policies and institutional framework for promoting Rural Entrepreneur Government agencies & institution supporting small & medium enterprises Financial institutions supporting entrepreneur activities NABARD's innovations in development Rural entrepreneurship - Export promotion policies			11 hrs.
UNIT-III	Financial issues in managing the enterprise, Sources of financing Preparing projected financial statement, preparing business plan statement Managing Human Resource			11 hrs.
UNIT-IV	Dairy Cooperatives and Rural Development with Special Reference to Gujarat (Anand Model) Khadi and Village Industries in North East India with Special Reference to Arunachal Pradesh: Retrospect and Prospect - ITC's Choupal Sagar-An Innovative Rural Mall Case Studies of successful Rural Enterprises			11 hrs.
REFERENCES				
1	G Jegadeesan: Entrepreneurship and Rural Development in India			
2	G.S.Batra: Development of Entrepreneurship			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	CORE COURSE INDIAN ECONOMIC ISSUES AND POLICIES	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>To understand and analyze the issues pertaining to the Indian economy development and related policies.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	PLANNING AND ECONOMIC DEVELOPMENT			12 hrs.
	a. Meaning, Types and Objectives of Planning, Prerequisites of Planning and NITI Aayog b. Economic Growth and Development c. Income and Non-income Indicators			
UNIT-II	ECONOMIC ISSUES AND CHALLENGES			11 hrs.
	a. Population: Theory of Population, Changing Trends in Population and Population Policies. b. Poverty: Meaning, Concepts, Measurement Methods and Incidence of Poverty. c. Unemployment: Meaning and Types, Measurement Methods and Estimates of Unemployment. d. Natural Resources and Environmental Degradation			
UNIT-III	AGRICULTURE AND INDUSTRY			11 hrs.
	a. Green Revolution – Meaning, Components, Effects and Limitations. b. New Agriculture Policy, Food Security c. Industrial Classification, Industrial Policies – 1956 and 1991 d. Industrial Disputes and social Security e. Recent Developments			
UNIT-IV	SERVICE SECTOR AND INFRASTRUCTURE			11 hrs.
	Telecommunication Policy and Information Technology a. Energy, Banking and Insurance b. Education Act c. Gaps in Skills and Skill Up-gradation			
REFERENCES				
1	Gaurav Datt and Ashwani Mahajan. <i>Indian Economy</i> . S. Chand. 69 th Edition.			
2	Ishwar C. and Dhingra. <i>Indian Economy: Environment and Policy</i> . Sultan Chand and Sons.			
3	M. L. Jhingan. <i>The Economics of Development and Planning</i> . Vrinda Publications. 40 th Edition.			
4	V. K. Puri and S. K. Misra. <i>Indian Economy</i> . Himalaya Publication House.			
5	Michael P. Todato and Stephen C. Smith. <i>Economic Development</i> . Pearson.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	CORE COURSE	CREDITS	3
Semester	II	INTERNATIONAL BUSINESS	HOURS	45
OBJECTIVES	<i>To equip the students to develop their understanding on international business environment and policies of governments.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION TO INTERNATIONAL BUSINESS			12 hrs.
	International Business: Evolution, Nature, Stages, Approaches, Competitive Advantages of International Business, Problems in International Business. Difference between International trade and International Business; Globalization: Meaning and Components			
UNIT-II	INTERNATIONAL BUSINESS ENVIRONMENT			11 hrs.
	Factors affecting Business Environment- STEPIN Analysis (Social Environment, Technological Environment, Economic Environment, Political Environment, International Environment, Natural /Ecological Environment of Business), Legal Environment of Business; Business Ethics and Corporate Social Responsibility Government Regulations: IRDA (1951), MRTP (1969), Competition Act(2002), FEMA(2009) New Economic Policy.			
UNIT-III	INTERNATIONAL BUSINESS ANALYSIS AND MODES OF ENTRY			11 hrs.
	Foreign Market Analysis; Modes of Entry: Decisions Factors, Exporting, Licensing, Franchising, Special Modes, MNCs and FDI-with and without Alliances; Information Technology and International Business.			
UNIT-IV	CROSS-NATIONAL COOPERATION AND AGREEMENTS			11 hrs.
	Economic Integration- Meaning, Forms, Effects; Regional Blocs – ASEAN, NAFTA, EU; WTO			
REFERENCES				
1	P. Subba Rao – International Business, Himalaya Publishing House, 2011			
2	K. Aswathappa - International Business, Tata MacGraw Hill, 2011			
3	Francis Cherunilam - International Business, Himalaya Publishing House, 2010			
4	Francis Cherunilam – Business Environment, Vikas Publication House			
5	Sengupata, N. K. – Government and Business in India, Vikas Publication, New Delhi			
6	Ghosh, Biswanath – Economic Environment of Business, Vikas Publication, New Delhi			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	III	CORE COURSE			CREDITS	3
Semester	II	INTERNATIONAL COOPERATIVE MOVEMENT			HOURS	45
OBJECTIVES	<i>To acquaint the students with the Genesis and Growth of the Cooperative Movement Worldwide.</i>					
COURSE CONTENT / SYLLABUS						
UNIT-I	Cooperative movement in England Cooperative movement in Sweden				12 hrs.	
UNIT-II	Danish and Irish cooperative movement Indian cooperative movement				11 hrs.	
UNIT-III	Labor cooperatives of Italy Consumer cooperatives of France Kibbutz of Israel				11 hrs.	
UNIT-IV	Cooperative movement in USA Cooperative movement in Canada				11 hrs.	
REFERENCES						
1	Review of International Cooperation – official journal of I.C.A					
2	Saxena & Mammoria – Cooperation in Foreign Lands					
3	T.N. Hajella – Principles, Problems & Practice in Cooperation					

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	III	INTER-DISCIPLINARY COURSE – IV			CREDITS	2
Semester	II	INTEGRATED MARKETING COMMUNICATIONS			HOURS	30
OBJECTIVES						
COURSE CONTENT / SYLLABUS						
UNIT-I	Introduction to Integrated Marketing Communication (IMC) - IMC as an Integral Part of Marketing, IMC Process - Communication Response Hierarchy, Setting Communication Objectives: DAGMAR Approach					8 hrs.
UNIT-II	Advertising Planning Process, Appeals and Execution Styles in Advertising, Brand Image and Positioning.					8 hrs.
UNIT-III	Advertising Agencies, Roles, Type, In House Agencies, Direct Response Agencies, Sales Promotion Agencies - PR Firms - Interactive Agencies –Advertising Agency Structure - Client Agency Relationship - Agency Selection - Agency Compensation.					7 hrs.
UNIT-IV	Promotion Tools: Consumer oriented Sales Promotion, Trade Oriented Sales Promotion, Direct Marketing, PR and Publicity, Sponsorships, Merchandising, Strategies for combining Advertisements and Promotional Tools for IMC.					7 hrs.
REFERENCES						
1	George E Belch & Michel E Belch, Advertising & Promotion and Integrating Marketing Communication Perspective, Tata McGraw Hill.					
2	Clow, Baach, Integrated Advertising Promotion and Marketing Communication, Pearson Education. India.					
3	William Arens and Courtlan Bovee, Advertising, Irwin.					

 <p>THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA सत्यं शिवं सुन्दरम्</p>	<p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>			<p>ACADEMIC YEAR 2016-2017</p>	
	<p>B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)</p>				
YEAR	III	INTER-DISCIPLINARY COURSE – IV		CREDITS	2
Semester	II	GREEN ENVIRONMENT		HOURS	30
OBJECTIVES	<p><i>This subject would provide an insight to the students to understand appropriate business responses to environmental problems as well as strategic opportunities in the areas of air and water pollution, energy supply, land degradation and global warming</i></p>				
COURSE CONTENT / SYLLABUS					
UNIT-I	<p>Environment: Definition and importance, Need for public awareness. Depletion of natural resources, Fossil fuels, Energy sources: Conventional sources</p>				8 hrs.
UNIT-II	<p>Impact of Industrial and Business activities on the Environment, Environmental Degradation, Industrial Pollution – Types and Impacts, Global Warming, Ozone depletion</p>				8 hrs.
UNIT-III	<p>Managing Industrial Pollution: Renewable sources, Carbon credit, Climate change, Energy management techniques, Waste Management, Recycling Technologies,</p>				7 hrs.
UNIT-IV	<p>Sustainable Development: Definition, Elements, Indicators, Guidelines for sustainable development, Eco-friendly manufacturing, Packaging, Green marketing, ISO 14000, Institutional support for establishing and maintaining Environment Friendly Business</p>				7 hrs.
REFERENCES					
1	Bala Krishnamurthy, Environmental Management: Text and Cases, PHI.				
2	Arindita Basak, Environmental Studies, Pearson Education				
3	Kaushik, Anubha, Environmental Studies, New Age International.				
4	Betz, Fredrick, Managing Technology, Prentice Hall, Englewood cliffs, New Jersey.				
5	Rohatgi, P.K, Rohatgi K and Bowonder. B , , Technological Forcasting, Tata Mc Graw Hill				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	VOCATIONAL COURSE – IV BPO (GLOBAL BUSINESS PLATFORM)	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>This course helps students to understand meaning and working style of the BPO. Students will be able to know strategy build up financial aspects and other issues related to BPO in present era</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	INTRODUCTION			12 hrs.
	The Starting Point—Role of a Delivery Leader, Capacity Planning and Resource Management, Building the Organization—the Delivery Team the Building Blocks—Hiring and Training			
UNIT-II	STRATEGY BUILDUP			11 hrs.
	Ensuring Quality, the Support Cast and People Practices			
UNIT-III	OUTSOURCING FINANCE AND INVESTMENT			11 hrs.
	Financials—Making Sense, a Contract that Works and Exercising Management Control			
UNIT-IV	OUTSOURCING ISSUES			11 hrs.
	Some Issues that should be Discussed, Quick Self-help Mantras for BPO Employees and Conclusion			
REFERENCES				
1	Some Method Some Madness: Managing BPO in India. By Ankur Mithal, Tata Mc Hill Publication.			
2	Outsource Success: The Business Imperative By Alpesh B Patel, Tata Mc Hill Publication.			
3	Business Process Outsourcing, By Sarika Kulkarni, Jaico Publishing House.			
4	BPO Digest, By Deepak Shikapur, Ameya (Inspiring Books)			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017				
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)	
YEAR	III	VOCATIONAL COURSE – IV		CREDITS	3
Semester	II	SUPPLY CHAIN MANAGEMENT		HOURS	45
OBJECTIVES	<i>The objective of this course is to acquaint students with various concepts of supply chain management. Students will be known about strategic point of view in SCM and how to manage material & information flow.</i>				
COURSE CONTENT / SYLLABUS					
UNIT-I	INTRODUCTION AND STRATEGIC VIEW				12 hrs.
	Meaning, Role of supply chain management, Supply chain strategy and performance measures, Supply Chain Drivers and Metrics, Outsourcing – Make or Buy.				
UNIT-II	MANAGING MATERIAL FLOW				11 hrs.
	Inventory Management, Production Planning and Scheduling, Transportation, Network Design and Operations, Distribution Networks				
UNIT-III	MANAGING INFORMATION FLOW				11 hrs.
	Demand Forecasting, Supply Chain Data Management, Information Technology in Supply Chain Management				
UNIT-IV	SUPPLY CHAIN INNOVATIONS				11 hrs.
	Supply Chain Integration, Supply Chain Restructuring, Agile Supply Chains, Pricing and Revenue Management, Global Supply Chain				
REFERENCES					
1	Supply Chain Management: Text and Cases By Shah Janat - Pearson Education Publication				
2	Supply Chain Management, By Sinha Amit, Herbert Kotzab – Tata Mc Graw Hill Publication				
3	Supply Chain Management, By Sunil Chopra, Prentice Hall Publication				
4	Supply Chain Management: Strategy Planning and Operation, By Chopra Sunil, Meindle Peter and Kalra D. V. – Pearson Education				


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017	
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)				
YEAR	III	VOCATIONAL COURSE – IV		CREDITS	3
Semester	II	FINANCIAL MARKETS: OPERATIONS AND MANAGEMENT		HOURS	45
OBJECTIVES	To provide basic and practical knowledge of the activities of the Indian Financial Markets				
COURSE CONTENT / SYLLABUS					
UNIT-I	FINANCIAL MARKETS: AN OVERVIEW				12 hrs.
	1. Indian Financial System - Financial Markets: Functions, Classification, Participants and Products, Institutions: -Sources of Market Information - Regulatory Framework. 2. Regulators, Exchanges, Depositories and Banking Institutions 3. -Sources of Market Information - Regulatory Framework.				
UNIT-II	PRIMARY & SECONDARY EQUITY MARKET				11 hrs.
	1. Equity Shares Issue of Capital and Disclosure Requirements (ICDR) Regulations 2009 - Public Issue (Fixed Price & Book Building) – IPO Grading, Merchant Banking - Online IPOs – ‘Demat’ & ‘Remat’ 2. Abridged Prospectus / Offer Document, Red Herring prospectus - How to apply using Share Application Form? ASBA (Application Supported by Block Amount) Other Regulations. - Rights Issue – Preferential Allotment 3. Stock Exchanges – Membership and Management - Listing – Trading and Settlement – Trading Rules – KYC - Contract Note - Circuit Filters – Investor Protection Fund – Market Data : Turnover, Market Capitalization, Prices, Liquidity, Transaction Costs – Risk Management – Indices – Market Grievances and Arbitration Mechanism.				
UNIT-III	DEBT MARKETS AND MUTUAL FUNDS				11 hrs.
	1. Basics of debt markets with different terminologies 2. Corporate Debt Market – Government Securities Market – Credit Rating – Bond Prices and Yields - Regulations 3. Concept - Types of Schemes / Funds – Special Funds such as Exchange Traded Funds, Fund of Funds, Commodity Funds - Fund Structure and Constituents - Regulations on the Investments of a Mutual Fund – Role of Fund Manager - Key Financial Numbers.				
UNIT-IV	DERIVATIVE: BASICS				11 hrs.
	1. Derivatives: Definition – Products – Participants and Functions – Trading Mechanism – Contract Specifications – Clearing & Settlement 2. Types of Derivatives – Futures and Options : Features, Differences - Futures and Options on Individual Stock and Indices 3. How Option works - Call and Put Options - Payoffs - Market Data : Turnover, Open Interest etc.				
Activities Planned: Visit of stock exchange, live demo of trades, filling in Securities application form (like share application, bond/debenture application, mutual fund application form). portfolio games.					

REFERENCES


1	Investment Analysis & Portfolio Management - Prasanna Chandra (TMH)
2	Study Material on Securities Market (Basic) Module (NCFM - NSE)
3	Study Material on Financial Markets: A Beginner's Module (NCFM - NSE)
4	Financial Institutions and Markets - L. M. Bhole (TMH)
5	Security Analysis & Portfolio Management - Dhanesh Khatri (Macmillan)
6	Indian Capital Market - Dr. V.A. Avadhani (Himalaya)
7	Capital Market: The Indian Financial Scene - N. Gopalsamy (MacMillan)

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	VOCATIONAL COURSE – IV EVENT MANAGEMENT	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<p><i>To give formal instructions and training to students to be future managers of the Event Industry.</i></p> <p><i>Demonstrate knowledge of the issues and impacts of funding mechanisms, financial resources, budgeting and its application to events management.</i></p> <p><i>Apply knowledge of marketing and infrastructural requirements to an event.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Introduction to event Management, Size & types of events, Preparing Event Team, Concept & designing, Feasibility,			12 hrs.
UNIT-II	Aim of event, Establish Objectives, Event Planning, Preparing event proposal, Financial Planning, Feasibility Study,			11 hrs.
UNIT-III	Identifying Target Market, Marketing Mix for Events, Sponsorship, Branding, Advertising of Events, Publicity and Public Relations			11 hrs.
UNIT-IV	Human Resource Planning for events, Managing Teams and Meetings, Protocols, Dress codes, Event Safety and Security, Crowd Management, Emergency Planning and Procedures.			11 hrs.
REFERENCES				
1	Successful Event Management by Anton Shone and Bryn Parry, Cengage Learning			
2	Montgomery, R. J. and Strick, S. K. Meetings, Conventions, and Expositions: An Introduction to the Industry. New York: John Wiley & Sons, Inc.			
3	Events Management: An International Approach by Nicole Ferdinand and Paul James Kitchin, SAGE Publications Ltd.			
4	Event Management by Lynn Van Der Wagen, Prentice Hall.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZED SUBJECT – V (ACCOUNTING & FINANCE) FINANCIAL REPORTING	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>To impart working knowledge on Financial reporting of corporate entities</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Mandatory Reporting Requirements in Compliance with Company Law: Significant accounting policies, Auditors report, Corporate Governance Report, Directors’ Report, Management Discussion and Analysis etc.			12 hrs.
UNIT-II	Interim Financial Reporting –as per relevant Accounting Standard Segment Reporting- as per relevant Accounting Standard			11 hrs.
UNIT-III	Calculation and Reporting of EPS- as per relevant Accounting Standard Calculation and Reporting of Employee Benefits –as per relevant Accounting Standard			11 hrs.
UNIT-IV	Financial Institutions, Mutual Funds, Financial Services Companies, etc. Recent Trends in Financial Reporting: Value Added Statement, Brand Valuation, Human Resource Valuation, Corporate Social Responsibility, Environmental Reporting etc.			11 hrs.
REFERENCES				
1	Advanced Accounting by Dr. S.N.Maheshwari-Vikas Publishing House			
2	Advanced Accounting by Ashok Sehgal- Taxman Publication			
3	Advanced Accounting by M.C.Shukla and T.S.Grewal – Sultan Chand Publication			
4	Modern Accounting by Hanif and Mukherjee- Tata McGraw-Hill Publication			
5	Advanced Accounting by R.L.Gupta and M. Radhaswamy – S.Chand Publication			
6	Students Guide to Accounting Standards- By D.S.Rawat- Taxman Publication			
7	Relevant study material issued by ICAI, ICWAI and ICSI.			
8	Introduction to IFRS by Dr.T.P.Ghosh- Taxman publication			
9	Corporate Financial Reporting By Jawaharlal - Taxman publication.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	III	SPECIALIZED SUBJECT – V (ACCOUNTING & FINANCE)			CREDITS	3
Semester	II	FINANCIAL MARKETS			HOURS	45
OBJECTIVES	<i>To provide basic and practical knowledge of the activities of the Indian Financial Markets.</i>					
COURSE CONTENT / SYLLABUS						
UNIT-I	FINANCIAL MARKETS: AN OVERVIEW				12 hrs.	
	Indian Financial System - Financial Markets: Functions, Classification, Participants and Products, Institutions: Regulators, Exchanges, Depositories and Banking Institutions - Sources of Market Information - Regulatory Framework.					
UNIT-II	PRIMARY & SECONDARY EQUITY MARKET				11 hrs.	
	Equity Shares - DIP Guidelines 2000 - Public Issue (Fixed Price & Book Building) – IPO Grading, Merchant Banking - Online IPOs – ‘Demat’ & ‘Remat’ – Abridged Prospectus / Offer Document - How to apply using Share Application Form ? - Rights Issue – Preferential Allotment - Other Regulations. Stock Exchanges – Membership and Management - Listing – Trading and Settlement – Trading Rules – KYC - Contract Note - Circuit Filters – Investor Protection Fund – Market Data : Turnover, Market Capitalization, Prices, Liquidity, Transaction Costs – Risk Management – Indices – Market Grievances and Arbitration Mechanism.					
UNIT-III	DEBT AND DERIVATIVE MARKETS: BASICS				11 hrs.	
	Money Market - Corporate Debt Market – Government Securities Market – Credit Rating – Bond Prices and Yields - Regulations Derivatives: Definition – Products – Participants and Functions – Trading Mechanism – Contract Specifications – Clearing & Settlement – Types of Derivatives – Futures and Options : Features, Differences - Futures and Options on Individual Stock and Indices – How Option works - Call and Put Options - Payoffs - Market Data : Turnover, Open Interest etc.					
UNIT-IV	MUTUAL FUNDS				11 hrs.	
	Concept - Types of Schemes / Funds – Special Funds such as Exchange Traded Funds, Fund of Funds, Commodity Funds - Fund Structure and Constituents - Regulations on the Investments of a Mutual Fund – Role of Fund Manager - Key Financial Numbers.					
REFERENCES						
1	Investment Analysis & Portfolio Management - Prasanna Chandra (TMH)					
2	Study Material on Securities Market (Basic) Module (NCFM - NSE)					
3	Study Material on Financial Markets: A Beginner’s Module (NCFM - NSE)					
4	Financial Institutions and Markets - L. M. Bhole (TMH)					
5	Security Analysis & Portfolio Management - Dhanesh Khatri (Macmillan)					
6	Indian Capital Market - Dr. V.A. Avadhani (Himalaya)					
7	Capital Market: The Indian Financial Scene - N. Gopalsamy (MacMillan)					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZED SUBJECT – VI (ACCOUNTING & FINANCE) COMPANY AUDIT	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>To have a fundamental and basic knowledge in the field of Audit under various statutes</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Provision relating to auditors under The Companies Act: Appointment, Reappointment, Remuneration and Removal of Auditors, Qualifications and Disqualifications- Rights, Powers, Duties and Liabilities of an Auditor			12 hrs.
UNIT-II	Statutory Report to be placed before Statutory Meeting- Dividend and Appropriation of Profits including Divisible Profits - Share Capital and Debenture Audit- Investigation – Meaning, Difference between Investigation and Audit, various Types of Investigation			11 hrs.
UNIT-III	Provisions of the Companies Act pertaining to: Books of accounts to be kept by the Company- Annual Accounts & Balance Sheet- Auditors Report- Branch Audit-Power of Central government to direct special audit in certain cases- Cost audit			11 hrs.
UNIT-IV	Audit under Fiscal Laws: Tax Audit, VAT Audit- Auditing in Computerized Environment- Recent Trends in Company Audit			11 hrs.
REFERENCES				
1	Aruna Jha: Auditing and Assurance (Taxman)			
2	Ravindra Kumar Virendra Sharma: Auditing – Principles and Practice (PHI)			
3	P.G. Saxena: Principles and Practice of Auditing (Himalaya Publishing House)			
4	B.N. Tandon: Practical Auditing (S.Chand & Co.Ltd.)			
5	S.D. Sharma: Auditing Principles and Practice (Taxman)			
6	D.S. Rawat: Student Guide to Auditing Standards (Taxman)			
7	Study Material of Institute of Chartered Accountants of India.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	III	SPECIALIZED SUBJECT – VI (ACCOUNTING & FINANCE)			CREDITS	3
Semester	II	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT			HOURS	45
OBJECTIVES	<i>To provide fundamental and application oriented knowledge about the basic tools and techniques of Security Analysis and Portfolio Management.</i>					
COURSE CONTENT / SYLLABUS						
UNIT-I	Investment, Investment vs. Speculation vs. Gambling, Investment Alternatives, & Criteria for Evaluation Risk and Return: Sources of Risk, Types of Risk, Components of Return, Measuring Historical Return and Risk, and Measuring Expected Return and Risk				12 hrs.	
UNIT-II	Equity Valuation Fundamental Analysis (Economy-Industry-Company Analysis)				11 hrs.	
UNIT-III	Technical Analysis: Basic Premises, Dow Theory, Charting Techniques, Technical Indicators -Efficient Market Hypothesis (EMH): Three levels of market efficiency, and Implications for Investment Analysis- Capital Asset Pricing Model (CAPM).				11 hrs.	
UNIT-IV	Bond Prices and Yields- Portfolio Theory: The Benefits of Diversification, Portfolio Return and Risk, Measurement of Movements in Security Returns, Efficient Frontier, Optimal Portfolio - Portfolio Management Framework: The Grand Design				11 hrs.	
REFERENCES						
1	Investment Analysis & Portfolio Management - Prasanna Chandra (TMH)					
2	Investment Management - Preeti Singh (Himalaya Pub.)					
3	Security Analysis & Portfolio Management - Dhanesh Khatri (Macmillan)					
4	Investments - Bodie, Kane, Marcus and Mohanty (TMH)					
5	Fundamentals of Investments – Alexander, Sharpe & Bailey (PHI)					
6	Study Material on Investment Analysis & Portfolio Management Module (NCFM – NSE)					


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZED SUBJECT – V (BANKING & INSURANCE) BANK MANAGEMENT	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I	BASIC PRINCIPLES OF MANAGEMENT			12 hrs.
	Organizational structure of a commercial bank, Nature of Banking Business, Official regulation and control over banks- Banking Regulation Act-1949, Forms of Banking Systems, Process of bank management, Competition and consolidations in banks- mergers and acquisitions.			
HUMAN RESOURCE DEVELOPMENT & MANAGEMENT				
UNIT-II	Manpower Planning, Role of IT in HRD, training, Attitude Development , Employees' Feedback and Reward System performance appraisal of employee and Counseling. Motivation and promotions, Delegation of powers, MIS in Banks, Bank audit and inspection, Performance budgeting.			11 hrs.
UNIT-III	MARKETING MANAGEMENT			11 hrs.
	Public relations and customer services in banks- Bank Ombudsman Scheme- 2006, Bank marketing management- need, product planning, development, positioning and promotion –CRM @ Banking, Market segmentations- Marketing mix in banks, Advertisements and cross selling, selling third party products. Case Studies.			
UNIT-IV	FINANCIAL MANAGEMENT			11 hrs.
	Analysis of bank balance sheet and profit & loss account, ALM system in Banks, Capital adequacy and prudential norms, Basel norms, Corporate Governance in Banking. Current issues and problems			
REFERENCES				
1	Bank Management by P. Subba Rao & P.K. Khanna Published by Himalaya Publishing House.			
2	Business management for banker by C B Gupta			
3	Various publications of Indian Institute of Banking & Finance			
4	Bank Marketing by S M Jha Published by Himalaya Publishing House.			
5	Bank Branch Management by D Ghosh Roy			
6	Marketing in Banks; Concepts and approaches. Edit by. Murthy G.G.K. Published by ICFAI Uni.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSHINRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZED SUBJECT – VI (BANKING & INSURANCE) RISK MANAGEMENT & INSURANCE	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES				
COURSE CONTENT / SYLLABUS				
UNIT-I	ORGANIZING FOR RISK MANAGEMENT			12 hrs.
	Risk management and business administration; objectives, scope and relationship of risk management to insurance. Factors influencing demand for insurance. Risk and uncertainty. Types of risk; financial and non financial, its Definition, role, methods and benefits. Risk Management Information System. Theories of risk management viz. classical, collective risk and Modern theory. Impact of liberalization and globalization of insurance sector in India; issues and concerns.			
	RISK ANALYSIS AND CONTROL			
UNIT-II	Risk analysis techniques-Impact and probability of an event occurring. Theory of probability and its application in insurance sector dual application of law of large numbers-risk pooling in insurance-forms of pooling merits. Transfer and sharing of risk-Diversifications with advantages and disadvantages. Enterprise risk management in insurance.			11 hrs.
UNIT-III	RISK MANAGEMENT AND INTERNAL CONTROL			11 hrs.
	Definition, objectives and functions of internal audit. Role and working of risk management auditing system in the organization. Control system; definition and functions of internal control. Corporate governance in insurance sector.			
UNIT-IV	RECENT DEVELOPMENTS AND ISSUES IN CONTROL AND RISK SELF-ASSESSMENT IN INSURANCE			11 hrs.
	Issues and Case Studies			
REFERENCES				
1	Principle of Risk Management. By George e Rajeda. Published by Pearson Education Asia.2004			
2	Risk Management and Insurance. By Treischmann, Gustavasan and Hoyl Published by Thomson South-Western.			
3	Risk Management and Insurance. By Williams Jr. Smith and Young published by McGraw-Hill International Editions.			
4	Risk Management and Insurance by Harrington and Niehans Published by Tata McGraw-Hill International Editions. New Delhi.			
5	Insurance and Risk Management by Dr. P.K. Gupta published by Himalaya Publishing House, Mumbai.2005 .			
6	Life Insurance Mathematics by HV Gerber Published by Springer Publications .UK			
7	Mathematical Theory of Insurance by Karl Borch. Published by Lexington Books, UK.			
8	Mathematics for Management by M. Raghavachari Published by McGraw Hill Edition.			
9	Risk Management: Text and Cases by Mark and Greena, Oscar N. Serbien. Published by A Prentice Hall Company.			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	III	SPECIALIZED SUBJECT – VI (ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT) CONTEMPORARY ISSUES IN ENTREPRENEURSHIP	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<p><i>To understand the issues underlying the acquisition and valuation of a business venture.</i></p> <p><i>To sensitize one-self about the need of women entrepreneurs and promote minority entrepreneurship.</i></p> <p><i>To develop an understanding about the TQM challenges faced by entrepreneurs.</i></p> <p><i>To understand, internalize, and practice the concept of ethics and social responsibility in business.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	ACQUISITION AND VALUATION OF BUSINESS VENTURE			12 hrs.
	Importance of business valuation – Acquisition of business venture – Underlying issues – Establishing a firm’s value – Valuation methods.			
WOMEN AND MINORITY ENTREPRENEURSHIP				
UNIT-II	Concept of women entrepreneurs – Functions of women entrepreneurs – Growth of women entrepreneurs in India – Problems of women entrepreneurs – Developing women entrepreneurs – Limitations of women entrepreneurship - Minority entrepreneurs – Government assistance for minority entrepreneurs.			11 hrs.
UNIT-III	TQM: THE CONTINUOUS IMPROVEMENT CHALLENGE FOR ENTREPRENEURS			11 hrs.
	TQM: Concept and Nature – TQM Tools and Techniques – Customer service focus, Employee focus – Continuous improvement – Competitive advantage.			
UNIT-IV	ETHICS AND SOCIAL RESPONSIBILITY CHALLENGES TO ENTREPRENEURS			11 hrs.
	Meaning of Ethics – Relationship between ethics and Law – Ethical practice and Code of conduct – Social responsibility challenges.			
REFERENCES				
1	S.S. Khanka; Entrepreneurial Development; S Chand, New Delhi, Reprint 2013.			
2	Vasant Desai (Edition 2014); The Dynamics of Entrepreneurial Development and Management; Himalaya Publishing House Pvt. Ltd.			
3	Monica Luss, F.L. Bascunan; Entrepreneurship Development; Global vision publishing house, New Delhi, First edition 2011.			
4	Madhurima Lall, Shikha Sahai; Entrepreneurship; Excel books, 2 nd Edition Reprint 2013.			
5	David Holt; Entrepreneurial Development; (PHI).			


 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017		
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)					
YEAR	III	SPECIALIZED SUBJECT – V (HUMAN RESOURCE MANAGEMENT)			CREDITS	3
Semester	II	RESEARCH IN HRM			HOURS	45
OBJECTIVES	<i>To acquaint the students with the importance of conducting scientific research in HRM in any organization.; To make the students aware of the several tools and techniques used in research</i>					
COURSE CONTENT / SYLLABUS						
UNIT-I	AN INTRODUCTION TO RESEARCH IN HRM				12 hrs.	
	<ul style="list-style-type: none"> - Meaning of Research, Role, and Research process. - Importance of research in HRM, Types of research designs. - Problem formulation. 					
DATA COLLECTION						
UNIT-II	<ul style="list-style-type: none"> - Data collection: need, method and sources of data - Scaling techniques - Questionnaire design, interviews and Projective techniques. 				11 hrs.	
UNIT-III	SAMPLING				11 hrs.	
	<ul style="list-style-type: none"> - Meaning, Process, Methods of Sampling, Sampling Size decisions 					
UNIT-IV	DATA ANALYSIS & REPORT WRITING				11 hrs.	
	<ul style="list-style-type: none"> - Process and analyzing data, Interpretation. - Nature and function of Statistical Analysis - Research Report: Importance/Need, Developing a research Report. 					
REFERENCES						
1	J.K. Sachdeva- Business Research Methodology- Himalaya Publications					
2	C.R. Kothari – Research Methodology- New Age International					
3	D.K. Bhattacharya – Research Methodology- Excel Books.					

 <p>THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA सत्यं शिवं सुन्दरम्</p>	<p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>			<p>ACADEMIC YEAR 2016-2017</p>
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)			
YEAR	III	SPECIALIZED SUBJECT – VI (HUMAN RESOURCE MANAGEMENT) HRM – CASE STUDIES	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<p><i>To develop the students problem solving skills and analytical ability.</i> <i>To sensitize students to the HR issues face by organizations in real world.</i></p>			
COURSE CONTENT / SYLLABUS				
UNIT-I	<p>a) HRM Policies. b) HRM effectiveness and Roles of HR managers</p>			12 hrs.
UNIT-II	<p>a) Acquiring and retaining human resources b) Training & Development of human resources.</p>			11 hrs.
UNIT-III	<p>a) Performance Management b) Employee Motivation, Compensation and welfare.</p>			11 hrs.
UNIT-IV	<p>a) Effective Industrial Relations b) Employee discipline and grievance handling.</p>			11 hrs.
REFERENCES				
1	Case studies in HRM – S.K. Bhatia- Deep & Deep publications.			
2	Case Studies in HRM- Sanjay Srivastav and Surinder Kumar.			
3	Human Resource Management – V.S.P. RAO			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017				
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)	
YEAR	III	SPECIALIZED SUBJECT – V (MARKETING MANAGEMENT)		CREDITS	3
Semester	II	MARKETING RESEARCH		HOURS	45
OBJECTIVES	<p><i>This paper is designed to inculcate the analytical abilities and research skills among the students.</i></p> <p><i>To provide students with the ability to analyze marketing research activities necessary for making sound marketing decisions</i></p>				
COURSE CONTENT / SYLLABUS					
UNIT-I	Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in Marketing Research Process.				12 hrs.
UNIT-II	Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship in between different types of designs.				11 hrs.
UNIT-III	Data Collection Methods, Primary & Secondary Data, Observation & Questionnaire Techniques, Analysis & interpretation of Data, Development of questionnaire.				11 hrs.
UNIT-IV	Sample Design, Sample Plan, Probability & Non- Probability Sampling, Sample Size, etc., Attitude Measurement through different types of scales.				11 hrs.
REFERENCES					
1	Marketing Research an Applied Orientation by Naresh Malhotra				
2	Research for Marketing Decisions by Paul E. Green				
3	Marketing Research: Text and Cases by Harper Boyd				

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZED SUBJECT – VI (MARKETING MANAGEMENT) MARKETING - CASE STUDIES	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>The objective is to enable students to build a sound practical understanding and inculcating the analytical ability to handle the real marketing situation</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	AN INTRODUCTION TO MARKETING MANAGEMENT			12 hrs.
	Introduction to Case Method of Learning, Case Study Process, Case Evaluation, Marketing Mix, Market Segmentation, Consumer Behavior, Life Style Marketing			
	PRODUCT AND PRICING STRATEGIES			
UNIT-II	Product Strategy (With a focus on New Product Development, Product positioning) Pricing Strategy			11 hrs.
UNIT-III	PLACE AND PROMOTION STRATEGIES			11 hrs.
	Place Strategy (Selection of Channel, Channel Management Decision, Retailing) Promotion Strategy (With a focus on Advertising: Preparation of an Ad copy, Ad - Campaign, Selection of Media-Determination of Media-Mix-Allocation of Promotion Budget)			
UNIT-IV	CONTEMPORARY ISSUES OF MARKETING			11 hrs.
	Societal Marketing, Emerging Issues in Marketing, Sales Management and Sales Promotion, Marketing of Services.			
REFERENCES				
1	Subhash C Mehta; Marketing: Environment, Concepts and Cases.			
2	Majmudar; Product Management in India.			
3	Khurana, Dholakia, Bhandari and Jain (1997); Marketing Management: Cases and Concepts; MacMillan India Limited, Reprinted 1997.			
4	M.L. Bhasin; Cases in marketing management.			
5	S.L. Gupta, M.K. Rampal; Cases in Sales and Distribution.			
6	R. Srinivasan (2003) 2 nd Edition; Cases Studies in Marketing; Prentice Hall of India.			

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSIHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>				ACADEMIC YEAR 2016-2017	
	B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)				
YEAR	III	SPECIALIZED SUBJECT – V (RURAL ENTREPRENEURSHIP & MANAGEMENT)		CREDITS	3
Semester	II	MICRO FINANCE		HOURS	45
OBJECTIVES	<i>To familiarize students with a broad understanding about the concepts of microfinance and institutional roles of its promotion as functional agents. To make students understand the role of micro-finance in economic and social development.</i>				
COURSE CONTENT / SYLLABUS					
UNIT-I	Microfinance: meaning and importance; Microfinance as a Tool for Development; Types of Microfinance Institutions in India: NGOs, NBFCs, Co-operatives				12 hrs.
UNIT-II	Microfinance Models: 1. Grameen Model, 2. Joint Liability Group, 3. SHG Model				11 hrs.
UNIT-III	Evolution and character of microfinance in India; SHG-Bank Linkages Programs in India; Role of NABARD in Micro Finance in India; Microfinance in India: Present and Future				11 hrs.
UNIT-IV	Legal and regulatory framework; Achievements and Challenges to Microfinance; Microfinance Institutions in India: Some Case Studies				11 hrs.
REFERENCES					
1	Microfinance India: State of the Sector Report 2010 – Sage Publication				
2	The Economics of Microfinance – Beatriz Armendariz and Jonathan Morduch				
3	Microfinance: Emerging Trends and Challenges – Suresh M Sundaresan				
4	Creating a World without Poverty: Social Business and Future of Capitalism – M Yunus & Karl Weber				

 <p>The Maharaja Sayajirao University of Baroda Faculty of Commerce B.COM. (HONOURS) PROGRAMME DEEP ASHWINBHAI PATEL CENTRE OF POST GRADUATE STUDIES SHRI. PRATAPSINHRAO GAEKWAD PARISAR, OPP: M.S. UNIVERSITY MAIN OFFICE, FATEHGUNJ, VADODARA. Telephone: (O): 0265-2792244, 2797744; E-mail: bcomhonoursfocmsu@gmail.com</p>	ACADEMIC YEAR 2016-2017			
				B.COM. (HONOURS) PROGRAMME (Higher Payment Programme)
YEAR	III	SPECIALIZED SUBJECT – VI (RURAL ENTREPRENEURSHIP & MANAGEMENT) RURAL MARKETING	CREDITS	3
Semester	II		HOURS	45
OBJECTIVES	<i>To develop understanding of the rural markets in India, differentiate it with the Urban Markets and application of marketing concepts in rural markets.</i>			
COURSE CONTENT / SYLLABUS				
UNIT-I	Rural marketing – Definition Features, Significance, Scope and Limitations, Classification of rural markets, rural vs. urban markets, profile of rural marketing Marketing of agricultural produce: regulated markets, Government steps to improve Agriculture Marketing, Cooperative marketing			12 hrs.
UNIT-II	Agro processing industries in India Agro processing industries in cooperative sector, sugar cooperatives – textile & power loom Cooperatives, other processing units – Defects and difficulties of cooperative processing societies			11 hrs.
UNIT-III	Agriculture price policy of India, Importance of Agriculture price policy Trends in Agriculture prices, Measure for stabilization of Agriculture prices, PDS The terms of trade – some policy issues Cooperative Marketing –Concept, History, Functions – Reasons for slow progress of cooperative sector			11 hrs.
UNIT-IV	Rural industrialization – Village & SSI – Handicrafts and handloom industries - Problems of artisans – Institutional support for development of rural industries Industrial cooperative societies – Government policies for the development of village industries			11 hrs.
REFERENCES				
1	B.S. Mathur – Cooperation in India			
2	C G Krishnamacharyulu, Lalitha Ramakrishnan - Rural Marketing			
3	Ruddar Datt and KPM Sundharam - Indian Economy			